MARCH 15, 1954

TECHNOLOGY DEPT.

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BROADCASTING TELECASTING

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23RD year

THE NEWSWEEKLY OF RADIO AND TV

Detroit Public Lib
3-10-54 P

NOW No. 1 IN THE NATION!

NBC - BASIC
ABC - Supplementary
Dumont - Supplementary

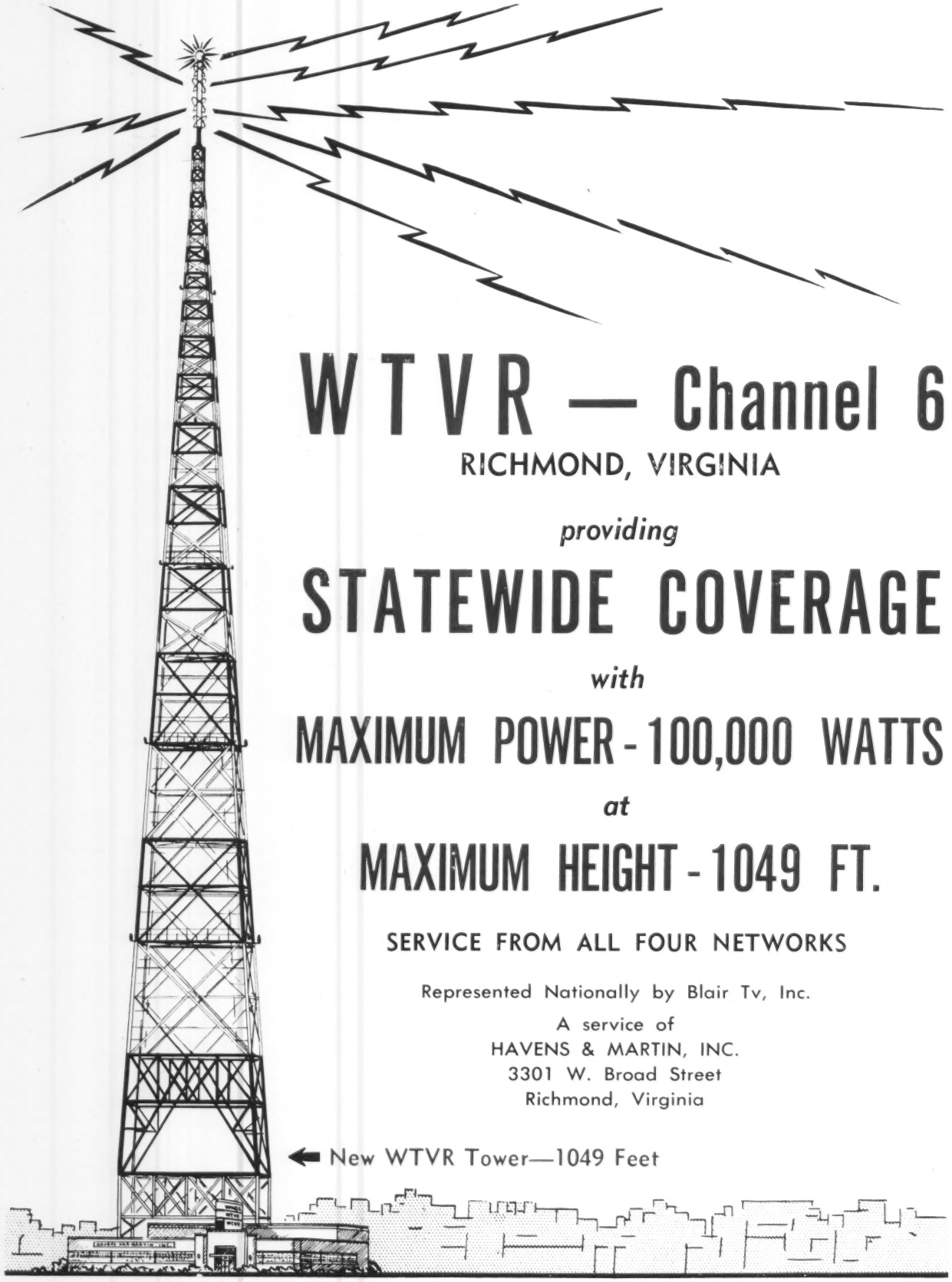
The latest Nielsen* study shows 89% of Rhode Island families own TV sets . . . The highest in the nation . . . 31% above the national average!

Southern New Englanders don't buy TV sets** simply because they're for sale . . . they must like our live-local programs . . . 17 per day Monday through Friday! Proof of our performance!

**(1,098,189 sets in our area)

WJAR-TV
CHANNEL 10
PROVIDENCE, RHODE ISLAND
National Sales Representatives — WEED TELEVISION

*Report courtesy of CBS TV Research Dept.



WTVR — Channel 6

RICHMOND, VIRGINIA

providing

STATEWIDE COVERAGE

with

MAXIMUM POWER - 100,000 WATTS

at

MAXIMUM HEIGHT - 1049 FT.

SERVICE FROM ALL FOUR NETWORKS

Represented Nationally by Blair Tv, Inc.

A service of
HAVENS & MARTIN, INC.
3301 W. Broad Street
Richmond, Virginia

← New WTVR Tower—1049 Feet

. . . Telepulse Report for the Wilkes-Barre-Scranton TV Market

Reveals *that WBRE-TV has* 15 of the Top 15 Night-time Shows!

Reveals *that WBRE-TV has* 21 of the Top 25 Night-time Shows!

Reveals *that WBRE-TV* During 140 quarter hour periods, from 6 to 11 pm, Monday through Sunday leads in 121 periods!

Reveals *that WBRE-TV* During 16 daily daytime quarter hour periods leads in 14 periods!

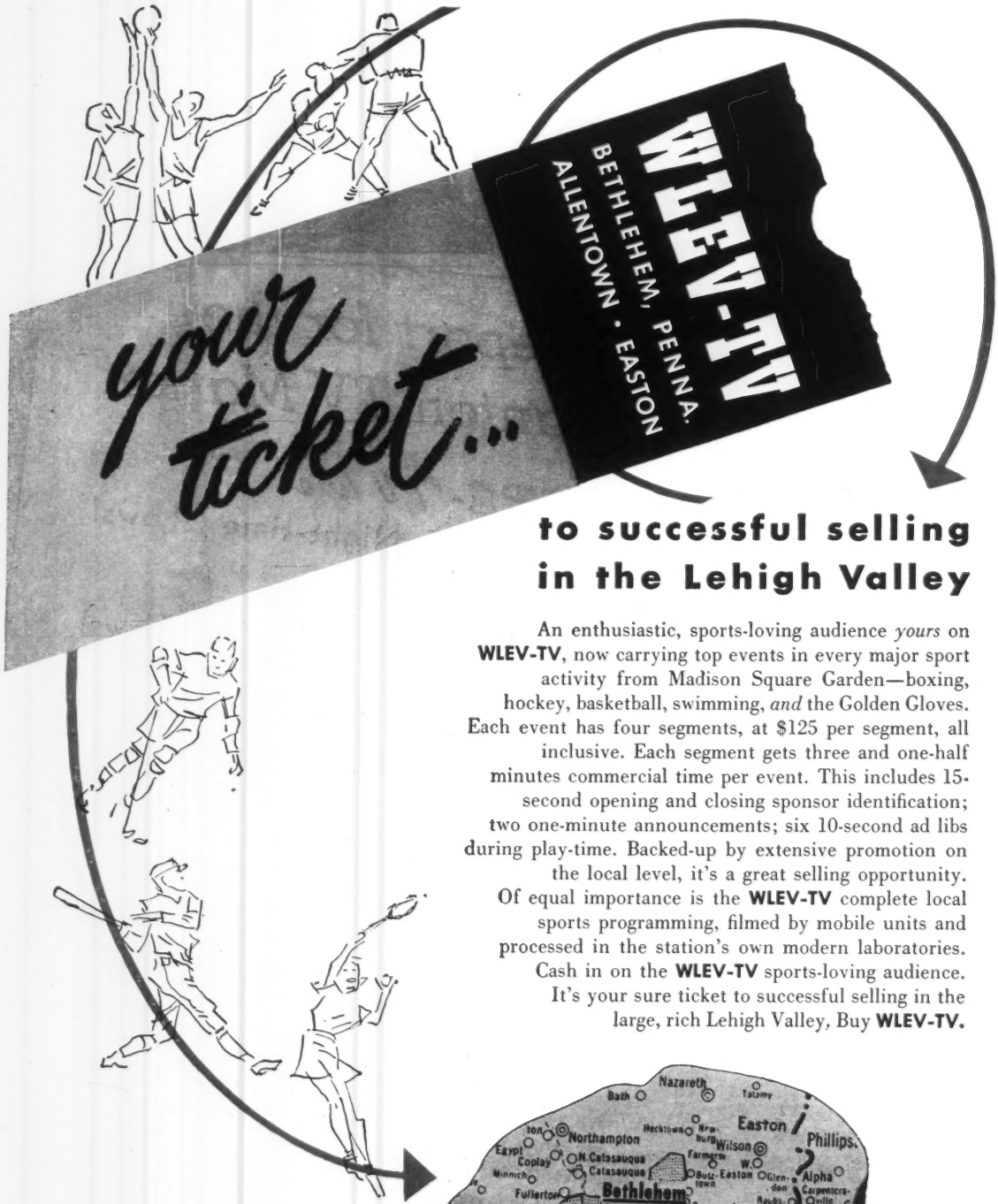
Audience . . . ! Audience . . . ! Audience! . . . that's what you get when you buy WBRE-TV in the Wilkes-Barre-Scranton, Pennsylvania market.

The revealing facts of the current Telepulse Report proves what WBRE-TV has been saying about its Colossal Coverage . . . its Stupendous Set Count . . . its Superior Quality Picture . . . its full line-up of N. B. C. shows . . . its highly-rated local shows . . . plus engineering know-how . . . and now first in COLOR-TV in N. E. Pennsylvania.

WBRE-TV Ch. 28 Wilkes-Barre, Pa.

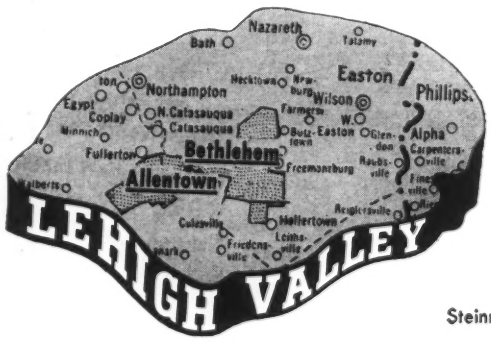
NBC National Representative The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



to successful selling in the Lehigh Valley

An enthusiastic, sports-loving audience *yours* on **WLEV-TV**, now carrying top events in every major sport activity from Madison Square Garden—boxing, hockey, basketball, swimming, *and* the Golden Gloves. Each event has four segments, at $125 per segment, all inclusive. Each segment gets three and one-half minutes commercial time per event. This includes 15-second opening and closing sponsor identification; two one-minute announcements; six 10-second ad libs during play-time. Backed-up by extensive promotion on the local level, it's a great selling opportunity. Of equal importance is the **WLEV-TV** complete local sports programming, filmed by mobile units and processed in the station's own modern laboratories. Cash in on the **WLEV-TV** sports-loving audience. It's your sure ticket to successful selling in the large, rich Lehigh Valley, Buy **WLEV-TV.**



Steinman Station

NBC TV Affiliate

Represented by

MEEKER TV, Incorporated

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

closed circuit

TELEVISION-MINDED advertising managers, long accustomed to long convention debates about high costs of video campaigns, will hear entirely different message from one of key speakers when Assn. of National Advertisers meets at Hot Springs, Va., this week. Top agency executive will offer this practical tip: Take new look at radio, utilize its powerful selling potential, and then fit into balanced all-media program.

★ ★ ★

PROPONENTS of Rosel H. Hyde for reappointment as chairman of FCC (his initial one-year tenure expires April 18) contend Administration shouldn't change horses in mid-stream when such prodigious progress has been made and with at least another year of grueling work ahead before big tv-hearing job can be completed. There's no active opposition candidate, but in some Administration quarters that "new broom" thesis is still being nurtured. But licensee support, both broadcasting and common carrier, is almost unanimously for Hyde reappointment.

★ ★ ★

MEMBERS of Station Representatives Assn. inviting group of tv station owners and managers to conference in New York late in March to discuss long-range promotion of spot tv advertising.

★ ★ ★

ABC-TV has more than passing interest in Walt Disney's plans to construct $10 million miniature World's Fair in Southern California to open early in 1956. Disney eventually will have tv show, and, when he does, it's understood ABC will figure. Assumption is that 160-acre "Disneyland," bearing theme of "The World of Yesterday, World of Tomorrow and World of Fantasy," will provide locale for program.

★ ★ ★

THOSE UHF success stories, even in vhf penetrated markets, are beginning to appear. There's case of WCAN-TV Milwaukee (ch. 25). Now on CBS, after six months of operation, it's doing better than $100,000 per month gross and still moving up, according to Lou Poller, president and general manager.

★ ★ ★

SUSPENSION of one FCC employe as loyalty risk was revealed in testimony of Rosel Hyde, FCC chairman, at FCC appropriation hearing in House, released last Thursday. While no details are given, it's understood that employe held miscellaneous jobs in field, rather than at Washington headquarters, and following his suspension, resigned from government service. This reportedly is only instance of loyalty risk in past year among FCC's 1,100 employes.

★ ★ ★

INCENSED OVER failure of manufacturers to build all-wave tv receivers, some uhf stations are talking up project for announcement campaigns over both their radio and tv stations urging public not to buy tv sets unless they have uhf band.

BUY $100 worth of time on radio and you get $100 in time on tv free. That's way it's being done in Butte, Mont., on KXLF and KXLF-TV, operated by Ed Craney. But it's limited to local advertisers only, to educate them and to stimulate good tv programming (advertiser pays everything except time charge). Mr. Craney, who operates Pacific Northwest Broadcasters, initiated two-in-one plan Jan. 1 and guarantees it for all of 1954. About 70 local accounts are now using it.

★ ★ ★

PLAN to expand vhf tv band is being expounded by one top Washington engineering consultant. He would add three channels above ch. 6 (82-88 mc), reducing fm to 2 mc band (10 channels). By cutting fm deviation from 200 kc to 25 kc, same as tv's fm sideband, it's contended 2-mc fm band could support 40 channels with comparable service. Alternative suggested is adding one new vhf channel below ch. 7 (174-180 mc) and another above ch. 13 (210-216 mc), shifting displaced services to uhf, "ideal for vehicular communications." Filling gap between vhf chs. 4 (66-72 mc) and 5 (76-82 mc) also is suggested.

★ ★ ★

AMERICAN Tobacco Co. and S. C. Johnson & Sons, co-sponsors of *Robert Montgomery Presents,* have signed 52-week renewal contract of the program in the same time period (NBC-TV, Mon., 9:30-10:30 p.m.), effective July 3. BBDO, New York, represents American Tobacco, and Needham, Lewis & Brorby, Chicago, services Johnson Wax.

★ ★ ★

SENATE Communications Subcommittee Chairman Charles E. Potter (R-Mich.) is taking hold of radio-tv problems. Now underway is preparation for trip of five-man subcommittee to RCA Labs at Princeton, N. J., and visit of NBC and CBS facilities in New York. Date will be set as soon as all Senators concerned agree on suitable time.

★ ★ ★

WHAT may be most important Congressional study in radio-tv since McFarland Act was in works is upcoming on Potter Subcommittee's agenda. Uhf study will come soon after license fee consideration tomorrow (Tuesday). Sen. Potter sees in this area one of greatest problems facing broadcast industry today, wants Congress to help if it can.

★ ★ ★

FUTILITY of Big Ten regional football tv plan being accepted by NCAA tv committee at Kansas City meeting March 20-21 is pointed up by this fact: H. O. (Fritz) Crisler will go into session wearing "two hats" —one as Big Ten member and other as NCAA Dist. 4 representative. Nevertheless, Mr. Crisler has been asked to "press" for adoption of regional controls.

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Radio, tv at center of McCarthy political drama. *Page 31.*

Murrow draws nationwide applause for McCarthy program. *Page 33.*

ADVERTISERS & AGENCIES

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FILM

General Teleradio planning major film licensing project. *Page 35.*

FACTS & FIGURES

ABC report shows punch of daytime radio. *Page 38.*

TRADE ASSOCIATIONS

Assn. of National Advertisers to discuss media effectiveness at spring meeting starting Wednesday at Hot Springs, Va. *Page 42.*

FCC Comr. Robert T. Bartley concerned over outside investment in broadcast operations. *Page 46.*

PROGRAM SERVICES

Annual round of BMI clinics opens with sessions in seven cities. *Page 48.*

GOVERNMENT

FCC proposal would give greater protection to Class I clear channel stations. *Page 52.*

Senate to hear views on FCC license fee schedules. *Page 54.*

Sen. Edwin C. Johnson offers bill to set up multiple tv ownership formula. *Page 58.*

FEATURES

Why people like to listen to radio. *Page 72.*
How to sell news, AP style. *Page 74.*

STATIONS

Eight new television stations make their debut. *Page 86.*

PERSONNEL RELATIONS

WOR-AM-TV New York without musicians for second week. *Page 95.*

NETWORKS

Jacob Evans heads NBC centralized national advertising. *Page 96.*

MANUFACTURING

RCA ready to start color tv set production three months ahead of schedule. *Page 99.*

Ten factories making plans to produce color tv receivers. *Page 100.*

FOR THE RECORD

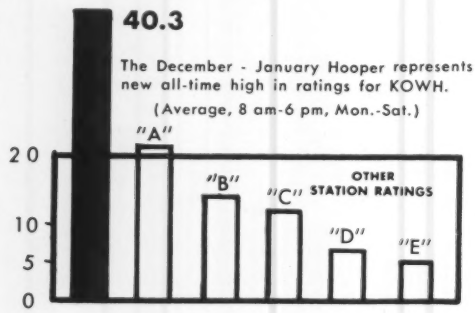
Weekly TELESTATUS summary of all tv stations on the air and their estimates of tv sets plus commencement target dates of all tv grantees. *Page 125.*

Kowh
OMAHA

AMAZING!

OCTOBER - JANUARY HOOPER REPORT

10 A.M., Saturday	53.6%
10:30 A.M., Saturday	61.4%
11:00 A.M., Saturday	52.2%
1:45 P.M., Monday-Friday	57.1%
3:30 P.M., Monday-Friday	57.5%
3:45 P.M., Monday-Friday	50.0%
4:30 P.M., Saturday	57.4%
4:30 P.M., Monday-Friday	50.0%
4:45 P.M., Monday-Friday	55.4%



Many times during the week (33 quarter hours to be exact), KOWH has more audience than all other Omaha stations combined!

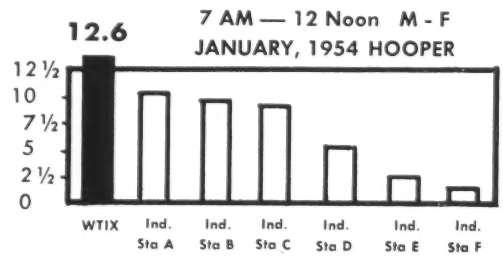
Yes, over 50% of the available audience means your message on KOWH reaches more people than if you bought *the same time on all other stations heard in Omaha!*

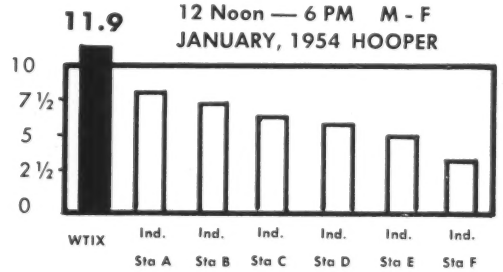
Represented Nationally by
the BOLLING COMPANY.

Only six months ago, WTIX had the smallest audience of any station in New Orleans. New ownership and management have made a difference.

Each month both audience and advertising have increased. Now, WTIX *ranks first, both morning and afternoon, among all independent stations in New Orleans!*

Represented Nationally by
ADAM J. YOUNG, JR.





MORE AMAZING!

THE NEW
Wtix
NEW ORLEANS 16, LA.

at deadline

CBS' Murrow Rebuts McCarthy's 'Red' Inferences

CBS COMMENTATOR Edward R. Murrow devoted most of his 7:45-8 p.m. CBS Radio program Friday to rebuttal of communistic inferences drawn by Sen. Joseph R. McCarthy (R-Wis.) in interview on MBS Fulton Lewis jr. show night before (see story page 31).

Mr. Murrow detailed history of his participation in advisory council of Institute of International Education. He read long list of distinguished educators who took part in 1935 exchange of professors and students with foreign countries. Among them: John Foster Dulles, Thomas W. Lamont.

Besides repeating reply to Sen. McCarthy's contention that American Civil Liberties Union was listed as subversive front organization (Senator had quoted California source), CBS newsman said he had specifically mentioned in Tuesday (*See It Now*) newscast that ACLU had never been listed by Attorney General, FBI or other government agency as a communist front organization. He used recorded excerpts of this statement and Sen. McCarthy's comment, dramatically presenting opposite viewpoints. He conceded he might come under Sen. McCarthy's "bleeding heart" label but as to "extreme left wing" charge he said he merely was somewhat "left of Sen. McCarthy's position and that of Louis XIV."

GILLETTE PAID DEFICIT

GILLETTE Co. considers its guarantee of full house at Madison Square Garden fight between Paddy de Marco and Jimmy Carter on March 5 as part of telecasting rights fee, spokesman for the company told B•T, despite fact that gate receipts paid back only portion of this guarantee. Guaranteeing Garden receipts by Gillette assured telecasting of fight in New York.

New 'Today' Participations

NEW *Today* participating sponsors include: General Foods Corp. (Log Cabin syrup), N. Y., between March 5 and July 9, through Benton & Bowles, N. Y.; American Maize-Products Co., N. Y., between March 22 and July 22, through Kenyon & Eckhardt, N. Y.; Noxzema Chemical Co., Baltimore, between March 2 and May 25, through David J. Mahoney Inc., N. Y. Tetley Tea Co., N. Y. has extended its *Today* participations by 13 (April 2-June 25), through Geyer Adv., N. Y.; International Minerals & Chemical Corp., Chicago, by 10 (March 23-April 22), through BBDO, Chicago. Single participations have been purchased by Curtis Publications, Philadelphia; Tri-State Plastic Molding Co., Chicago, and Kiplinger Washington Agency, Washington.

LAMB AGAIN DENIES COMMUNIST CHARGES AS FCC PROPOSES HEARING ON RENEWAL

LONG-DORMANT charges of purported communist association made against Edward O. Lamb, operator of Lamb radio-tv station group, broke into open again Friday as:

1. FCC sent Mr. Lamb letter giving him chance to show Commission why it should not hold hearing on application for license renewal of his WICU (TV) Erie, Pa.

2. Mr. Lamb's counsel quickly filed petition asking more information and source of communist charges.

3. Mr. Lamb and J. Howard McGrath, executive vice president and general counsel of Edward Lamb Enterprises, and former U. S. Attorney General, denied charges.

Commission's letter, written under Sec. 309 (b) of Act, cites sworn testimony by Mr. Lamb in 1948 that he has never been member of Communist Party and then adds:

The Commission, however, is now in possession of information containing charges which raise questions concerning the correctness of averments made in your sworn testimony and your sworn statement and affidavit. This information contains charges that for a period of years, particularly the period 1944-48, you were a member of the Communist Party.

According to these charges, and particularly during the period 1944-48, your name was included, at the direction of the then chairman of the Lucas County [Toledo] Communist Party, upon the lists of members of the Communist Party to be solicited for financial contributions and, on the basis of these lists, you were actively solicited by officials of the Lucas County Communist Party and in response to such solicitation contributed money for the support of said party. Further, the charge has been made that, during the period 1944-48 you closely associated with members of the Communist Party.

In view of the foregoing, the Commission is unable, at this time, to conclude that your earlier statements referred to above accurately and truely reflected the facts and to make the required statutory finding that the public interest would be served by a grant of the application for renewal of license of WICU.

Mr. Lamb has 30 days to reply to the FCC letter, after which Commission will decide whether to go ahead with hearing. Petition for more information filed late Friday on behalf of Mr. Lamb by Fly, Shuebruk, Blume & Gaguine. Other Lamb stations include WIKK Erie; WTOD, WTRT (FM) Toledo; WHOO-AM-FM Orlando, Fla.; WMAC-TV Massillon, Ohio (CP); WTVQ (TV) Pittsburgh (application filed to purchase). Applications for ch. 9 in Orlando, ch. 11 in Toledo and am in Columbus are pending. Mr. Lamb is author of book *The Planned Economy of Soviet Russia,* and alleged member of groups called subversive by U. S. Attorney General, FCC says.

Mr. Lamb's statement:

I welcome any chance to testify that I am not now and I never was associated or identified with the Communist Party any place. I am a liberal American, and an anti-Communist and I don't intend to have any framed-up testimony alter that fact. I am pleased to have the opportunity to vindicate my reputation and my good Americanism. I will hold anyone responsible for any smear or falsehood, uttered in derogation of my character.

• BUSINESS BRIEFLY

CASHMERE SPOT DRIVE • Colgate-Palmolive Co. (Cashmere Bouquet), through Sherman & Marquette, N. Y., preparing radio spot announcement campaign to start early in April for 26 weeks in more than 30 markets.

DANGER SPONSORSHIP • Nash-Kelvinator, Detroit, one of participating sponsors of *Omnibus,* which winds up season on CBS-TV at end of month, assumes alternate-week sponsorship of *Danger* (CBS-TV, Tues., 10-10:30 p.m.), effective tomorrow. Ammident, which has been sponsoring program weekly, cuts back to alternate weeks and is expected to use money thus saved to add more stations for show. Some of budget may go into spots, too. Geyer Inc., N. Y., is agency for Kelvinator while Cecil & Presbrey, N. Y., is agency for Ammident, made by Block Drug Co.

TWO HOUR SHOW • Signing of David Selznick to produce two-hour tv show is expected early this week by electrical industry and committee of Lights Diamond Jubilee for its 50th anniversary. Telecast to take place sometime next October on two or three networks. Agency: N. W. Ayer & Son, N. Y.

MORNING SPOTS • Delaware, Lackawanna & Western Coal Co. (blue coal), New York, preparing early-morning one-minute spot campaign in 20 radio markets starting April 16 for 10 weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

Justice's Ruling May Mean Fewer Injunctions, Says AFM

IN DENYING motion of WOR-AM-TV for injunction against picketing by Local 802, American Federation of Musicians (see page 95), it was revealed Friday that New York Supreme Court Justice Ernest E. L. Hammer had ruled that state courts have no power to issue such an injunction when employers claim, as did stations, that picketing was contrary to existing federal laws.

Decision was hailed by Local 802 as "first one of its kind in New York State" and one that will result in "fewer injunctions against labor unions in New York State and other states as well." Counsel said ruling means that where no interstate commerce or federal law is involved and "an employer 'locks out' his musicians because he intends to use only 'canned music' union has right to picket, to issue leaflets and to carry on similar activities."

Officials of WOR-AM-TV could not be reached for comment on decision and on Local 802's interpretation of it.

Daytime Stations to Meet

SERIES of meetings to be held in Carolinas and Virginia this week under auspices of Daytime Broadcasters Assn., following BMI station clinics. Harry J. Daly, DBA Washington counsel, to preside at sessions in Columbia, S. C., Monday; Winston-Salem, N. C., Wednesday, and Richmond, Va., Friday. Effect of FCC's proposed daytime ruling (see page 52) will be reviewed.

KWTV SHARE OF AUDIENCE

OKLAHOMA CITY

FOR OUR 3RD, 4TH, 5TH WEEKS ON THE AIR!

	7:00 A.M.- 12:00 NOON	12:00 NOON- 6:00 P.M.	6:00 P.M.- 12:00 MIDNIGHT
MONDAY THROUGH FRIDAY	ON THE AIR 22* 10:15 A.M.	56	41
SATURDAY	NOT ON AIR	58	34*
SUNDAY	NOT ON AIR	ON THE AIR 19* 2:00 P.M.	39*

*KWTV not on air for complete period and share of audience is unadjusted for this situation.

We invite you to

CHECK KWTV RATINGS

OKLAHOMA CITY TELEPULSE, JANUARY 1954

WE'RE PROUD OF THEM!

KWTV-9 CBS **OKLAHOMA CITY**

EDGAR T. BELL, *General Manager*

FRED L. VANCE, *Sales Manager*

AFFILIATED MANAGEMENT KOMA-CBS

REPRESENTED BY AVERY-KNODEL, INC.

at deadline

WTIK Sold for $110,000; Other Actions by FCC

WTIK Durham, N. C., sold to Chanticleer Broadcasting Co. (WCTC New Brunswick, N. J.), following consolidation of WTIK and WDNC Durham to form applicant for new Durham tv station. Selling price was $110,000, with transaction handled by Blackburn-Hamilton Co., station brokers.

Chanticleer bought 255 of 500 shares; Robert L. Williams, WCTC manager, 200 shares; Mrs. Gertrude R. Midlen, wife of John H. Midlen, Washington radio attorney, 45 shares. James L. Howe, Chanticleer president (who also has interests in WPJV Vero Beach and WIRA Fort Pierce, Fla.), is president-treasurer of purchaser, with Mr. Williams vice president-secretary. Floyd Fletcher and Harmon Duncan are co-owners of Durham Broadcasting Enterprises, selling firm.

First Grant Made in Vermont

FINAL decision, granting ch. 3 Montpelier, Vt., to WCAX Broadcasting Corp. issued by FCC Friday. Favorable initial decision made last October. This is first grant in Vermont. WCAX is Burlington, Vt., station.

Sale of WOCN (TV) Atlantic City

SALE of WOCN (TV) Atlantic City, N. J., on uhf ch. 52, from Matta Enterprises to David E. Mackey, real estate, for $10,446 was made known Friday when application for FCC approval was filed. Station received grant early last year, is not on air.

Application in WNEW Sale

APPLICATION for FCC approval of sale of WNEW New York from present owners to former Blair & Co. president Richard D. Buckley, Washington attorney Horace L. Lohnes and Florida banker Harry R. Playford and associates [B•T, March 8], filed Friday, showed New York independent as $1,885,926 property. Balance sheet as of Jan. 31 showed total current assets as $836,908, and current liabilities of $385,455. In same balance sheet, station showed earned surplus of $892,970 up to Oct. 31, 1953, and $109,204 for three months to end of January 1954.

Application for Chattanooga Merger

APPLICATION to effectuate merger agreement in Chattanooga, Tenn., vhf ch. 12 hearing [B•T, Dec. 21, 1953] filed Friday with FCC. If approved, WDEF Broadcasting Co. will be owned by Carter M. Parham, 26.9%, president; Moses Lebovitz, 6.1%, vice president; Edward Findlay Jr., 16.6%, secretary, and Alex Guerry Jr., 1.3%, treasurer, plus 100-odd other stockholders. Messrs. Parham and Findlay are controlling stockholders of WDEF at present. WDEF-TV received grant last January, plans to go on air June 15.

Clears and NBC Oppose Further Breakdown

OBJECTIONS to FCC proposal to allow Class II stations in territories to operate unlimited time on U. S. Class I clear channels [B•T, Nov. 30, 1953] were filed Friday by Clear Channel Broadcasting Service and NBC. Both objected to "degrading" Class I channels for domestic stations, even though, they said, it was necessary to compromise in order to get North American Regional Broadcasting Agreement approved by other countries. They also feared that "piecemeal" solution of clear channel case would prevent Commission from determining merits of proposals to permit higher power by clears.

Request Reconsideration

REQUEST for reconsideration of denial of applications of Oceanside Broadcasting Co. and Balboa Radio Corp., seeking 1450 kc, 250 w, unlimited for Oceanside and Escondido, Calif., respectively, filed by Oceanside was denied by FCC Friday. Both applications were originally turned down on alleged financial misrepresentations.

Color Requirements Pointed Out

BROADCASTERS telecasting color were warned by FCC Friday that certain equipment performance requirements for color transmissions must be met under regulations providing for color tv. These involve overall attenuation characteristics of transmitter. Commission said stations broadcasting color, whether locally originated or from network, must comply with color requirements or should remove chrominance from color signal.

WCEM SKIPS McCARTHY

WCEM Cambridge, Md., put MBS' Fulton Lewis jr. program back on station's schedule Friday at 7 p.m. after a one-day absence. J. P. Richards, WCEM owner, cancelled Thursday program in which Sen. Joseph R. McCarthy (R-Wis.) appeared as guest of Mr. Lewis on ground it was part of feud between MBS analyst and Edward R. Murrow, CBS, and between Sen. McCarthy and networks.

Kraushaar Charges 'Devoid of Support'

REQUEST for removal of Broadcast Bureau counsel David I. Kraushaar as "biased and antagonistic," made by *Mansfield* (Ohio) *Journal* in ch. 36 hearing [B•T, Jan. 25] was denied by FCC Friday. Commission termed record "devoid of any support for ill-considered charges," ordered record stricken of charges as "sham and false."

Show Cause Order Dismissed

SHOW cause order for revocation of license of WKNK Muskegon, Mich., based on alleged operation with unlicensed operators and defective equipment, was dismissed Friday by FCC following petition filed by station.

Oral Arguments Scheduled

ORAL arguments on following tv hearings were scheduled by FCC Friday on dates indicated: April 5, Wichita, Kan., ch. 10; Fort Wayne, Ind., ch. 69; April 6, Portland, Ore., ch. 12; Sacramento, Calif., ch. 10.

Deletion of Tv Stations

FCC authorized Friday deletion of following tv stations: KTVI (TV) Boise, Idaho, ch. 9; WEOK-TV Poughkeepsie, N. Y., ch. 21; WWNY-TV Watertown, N. Y., ch. 48, and KCTY (TV) Kansas City, Mo., ch. 25.

Western Union Revenues

GROSS OPERATING revenues of Western Union in 1953, highest in company's history, totaled $220,408,766 as against $194,889,037 in 1952, according to annual report being issued today (Mon.). Income from current operations (before federal income tax) in 1953 amounted to $15,534,736, largest in over 20 years.

UPCOMING

March 16: Hearing on Johnson Bill on license fees, Senate Interstate & Foreign Commerce communications subcommittee. U. S. Capitol, Room G-16, 10 a.m., open.

March 17: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 18: Hearing on S J Res 133 to bring under anti-trust laws any professional baseball club owned by a beer or liquor company, Senate Anti-Trust & Monopoly subcommittee. Senate Office Bldg., Room 424, 9:30 a.m., open.

March 19-20: Vitapix Corp., board of directors and executive committee, Washington, D. C.

For other Upcomings see page 114.

PEOPLE

H. S. (SID) WARD, vice president, Young & Rubicam, N. Y., and copy director since 1939, will retire April 1. He plans to leave for visit to Europe and then expects to spend some time at his Dutchess County, N. Y., farm.

LOUIS B. AMES, program manager of WPIX (TV) New York, has resigned, effective today (Mon.). His future plans not announced, nor has station announced successor.

GEORGE M. MILLAR, vice president in charge of sales, named vice president and managing director of WKMH Jackson, Mich., according to Frederick A. Knorr, owner of WKMH and WKMF Flint. **JOHN CARROLL** of WKMH sales staff promoted to assistant sales manager, and **ROBIN SEYMOUR** advanced to program director.

WIFE (TV) Dayton to Go Dark

WIFE (TV) Dayton, Ohio, broadcasting on uhf ch. 22 since last October, was due to suspend operations Saturday, according to President-General Manager Ronald B. Woodyard in notice to FCC Friday. Reason for move, Mr. Woodyard said, was financial loss incurred since station went on air. Station's construction permit and STA both expire Aug. 4, and Mr. Woodyard said it was hoped that WIFE could resume telecasting before then following evaluation of finances and program plans. Licensee Skyland Broadcasting Corp. also owns WONE Dayton, 5 kw on 980 kc.

Mr. Woodyard said, according to newspaper reports in Dayton, that station operating expenses amounted to more than $160,000 since it went on air four-and-a-half months ago, and that plant investment is between $600,000 and $700,000. He is reported to have criticized refusal of major networks to provide program service.

Extend Daylight Time

MASSACHUSETTS bill to extend daylight saving time period from traditional last Sunday in September to last Sunday in October, passed by legislature [CLOSED CIRCUIT, March 8], reported signed into law by governor, while similar bill has been introduced in Rhode Island legislature and assigned to committee for study. Network affiliates in Massachusetts said to be hoping to get new bill passed to postpone extension for year, though prospects described as bleak. Affiliates in Rhode Island getting set to oppose bill pending there. Where such extensions are made, affiliates during October will get their network programs one hour later (by their local clocks) than affiliates in standard time areas.

Bills to White House

SENATE Friday passed House-approved trio of FCC-requested bills (HR 4457, 4458 and 4459) and sent them to White House. Respectively, they allow Commission to waive construction permit requirements for government, mobile and other non-broadcast transmitters; extends the time FCC has to act on protest from 15 to 30 days, and reduces penalty provision for violating Communications Act from felony to misdemeanor. These are bills blocked in past by Sen. McCarran (D-Nev.). Measures were taken off calendar and passed with consent of Senate.

EVEN AT HARVARD THEY WATCH

W·H·E·N

There's moss on the pencils and mold on the books at Harvard — the only homework anyone looks at is Channel 8.

Some of the habits of the American male have not been charted (page Dr. K.) but we hear tell that at Harvard the favorite habit, for male *and* female, is WHEN. We mean, Harvard, N. Y., of course — just one of 250 similar communities in Central N. Y. who imbibe laughter and learning in palatable doses, via the ivy-covered walls of you-know-what. Want a *cum laude* in selling? Take a course on Channel 8. For information about matriculation fees . . .

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT
&
REDITH

W·H·E·N
TELEVISION
SYRACUSE

15, 1954

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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*Reg. U. S. Patent Office
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FIG 22
TYPICAL HORIZONTAL DIRECTIONAL PATTERN OBTAINABLE FROM A G.E. UHF HELICAL ANTENNA
SHOWS PATTERN THAT DOES NOT EXCEED THE MAXIMUM-TO-MINIMUM RATIO OF 10 db AS ALLOWED BY FCC.
DOTTED LINE IS AVERAGE FOR STANDARD NON-DIRECTIONAL

Get your

G-E 85-PAGE TV ANTENNA MANUAL

today!

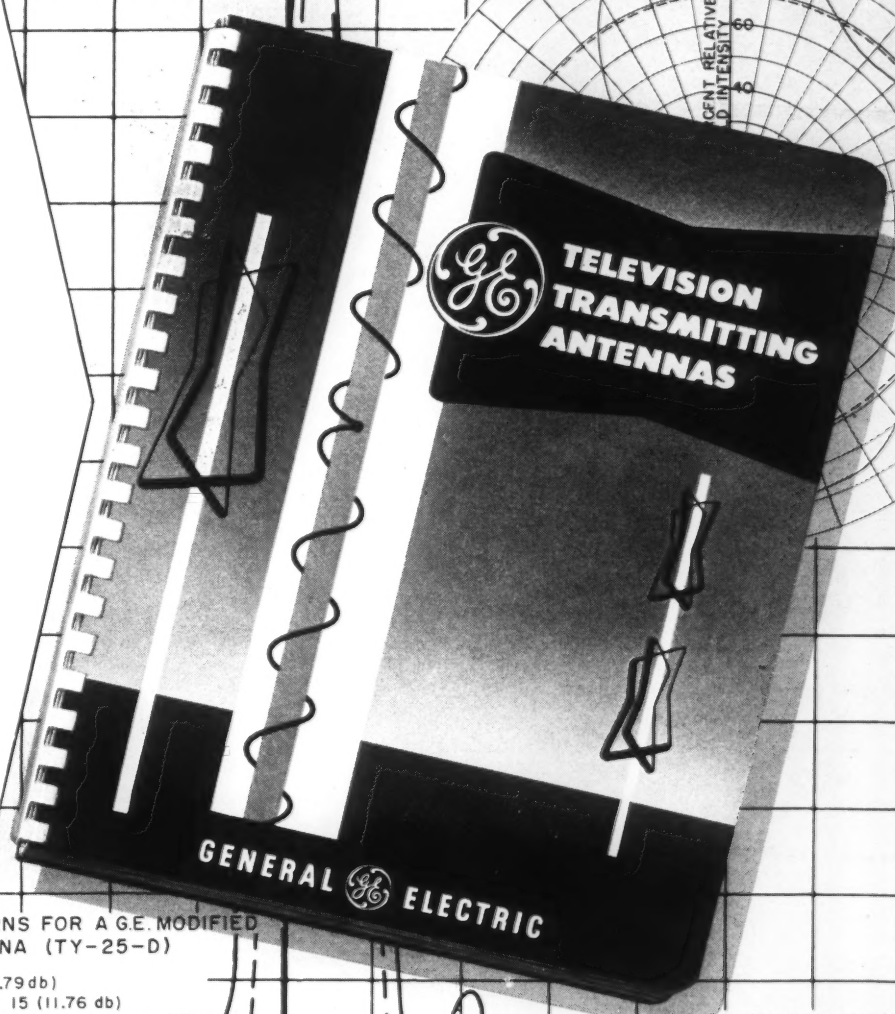

FIG. 17
MEASURED VERTICAL PATTERNS FOR A G.E. MODIFIED UHF 5-BAY HELICAL ANTENNA (TY-25-D)
PEAK POWER GAIN 18 (12.79db)
ZERO ANGLE POWER GAIN 15 (11.76 db)
SOLID CURVE ---- RELATIVE FIELD INTENSITY
DOTTED CURVE ---- RELATIVE POWER

CURRENT AND PHASING
= 0.50 /0.0°
= 1.00 /0.0°
= 1.00 /0.0°
= 1.00 /0.0°
= 1.00 /90.0°

G-E Book First Practical Reference Source To Help You Select Antenna... Solve Coverage Problems!

● Whether you're a station manager now on-the-air or about to go on... a chief engineer or new student in the television profession... be sure to read this comprehensive study of transmitting antennas and associated equipment. Its four sections cover VHF, UHF, Antenna Accessories, and Reference Data.

Theory and actual operation are included... antenna patterns of many types are discussed... coverage problems, initial questions and the solution steps using FCC reference curves are clearly spelled out in a simplified manner. Antenna specifications, transmission line, waveguide and diplexer data have also been provided. This complete antenna book belongs in every television station library.

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With Mr. D. A. you get superior entertainment . . . superior selling power. Every attention-arresting half-hour holds five golden opportunities for sponsor salesmanship. Already winning sales for advertisers in over 50 markets, Mr. D. A. is truly a dramatic selling force!

READY NOW IN ZIV-COLOR BRILLIANT, COMPATIBLE!

V SELLING POWER!

ZIV'S Behind-The-Scenes Drama of Our Law Enforcers in Action!

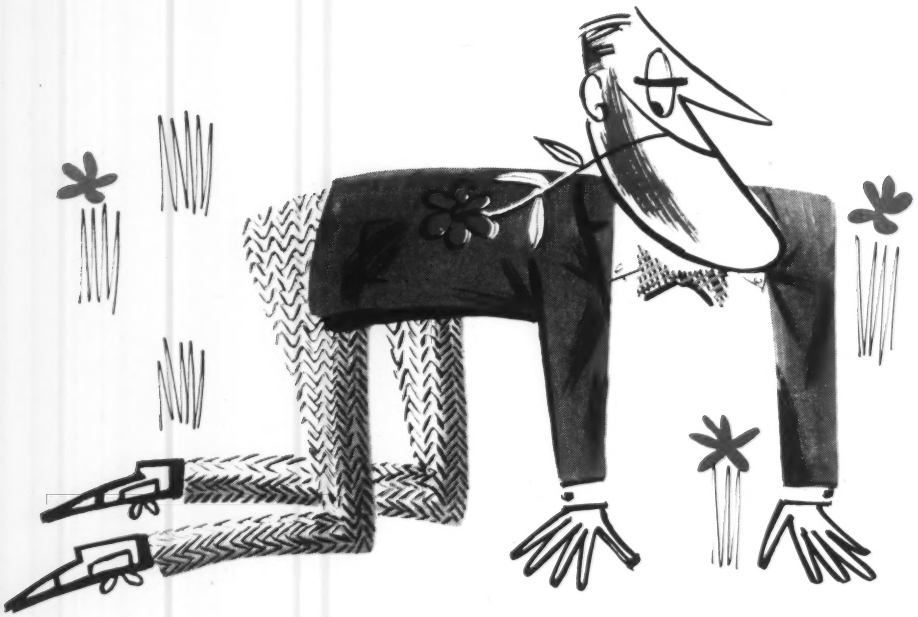
"Mr. DISTRICT ATTORNEY"

STARRING HOLLYWOOD'S DAVID BRIAN HE LOOKS, HE ACTS, HE IS MR. D. A.

Each Half-Hour a Complete Story . . .
TECHNICAL SUPERVISION THROUGH THE COOPERATION OF THE LOS ANGELES LAW ENFORCEMENT AGENCIES

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



Just when we get our hands on a nice juicy tv statistic, calculated to woo friends and influence sales, we look up and it's Spring.

That makes our as-of-Nov. 1 set-count almost five months tired.

It's the best we can do at the moment, however: There are 194,280 tv sets within our 0.1 mv area. Taking out counties contiguous to other stations, we come up with 100,050. (The last 51 make our sales department very happy.)

Thanks to super power, we think we can justly claim effective Eastern Iowa coverage.

Ah Spring!

You're Here Too Soon

WMT-TV *Channel 2 100,000 watts*

CBS for Eastern Iowa

Mail address: Cedar Rapids *National Reps:* The Katz Agency

IT'S ABOUT TIME

Network: ABC-TV
Time: Thurs., 7-7:30 p.m. (CST); premiere March 4
A Louis G. Cowan Production
Co-Producers: Rachel Stevenson, Jay Sheridan
Technical Director: Dan Schuffman
Moderator: Bergen Evans
Origination: Chicago

TELEVISION'S newest network panel-quiz entry, *It's About Time*, has bolted the Louis G. Cowan stable with something less than flying colors for Bergen Evans, the erudite Northwestern U. English professor, and ABC-TV, as well as for the packager.

The panel consisted of Robert Pollak, investment broker and former Chicago drama critic; Ruth Duskin, an NU student and one-time Quiz Kid; Vin Gottschalk, radio-tv announcer, and Shirl Stern, a Chicago housewife.

It should be made clear that the title does not suggest a lack of punctuality, but merely the fact the show is about time and events of historical significance. The format works this way:

Viewers suggest events which have transpired within the past 50 years or so. Moderator Evans furnishes the clue, known only to himself and the audience. The panelists get 60 seconds to ask questions and then must identify the event and give the year it happened. A sum of $25 rides for the viewer on each of the two questions.

On this program the suggestions were a cardboard ad with the words, "Blow Some My Way," a scene from an old movie (*Birth of a Nation*), an Evans witicism about a "calendar" event (referring to the birth of the Dionne quintuplets), another old movie (*Ah, Wilderness*), and a filmed pantomime (of Bing Crosby in 1928).

In the first instance, all panelists missed the cigarette brand (Chesterfield in 1926), though all were aware it was an ad for tobacco. By the time the sequence ended, virtually every tobacco firm had received a free plug.

A highlight of the panel program is the offer of a Happiness trip for two to Mexico to the viewer who correctly identifies Dr. Evans' VIP or "very important person." Though face to face with him and without blindfolds, the panel was unable to furnish his name.

The film clips were easily the most rewarding part of the show.

It's About Time is neither as spritely as *Down You Go* nor as complicated and cumbersome as *Super Ghost*, with which Dr. Evans has been associated. It seems to lie, quite unobtrusively, somewhere in between.

PETER LIND HAYES SHOW

Network: CBS Radio
Time: Sats., 1:30-2 p.m. EST
Star: Peter Lind Hayes
Producer: Al Singer
Director: Frank Musiello
Announcer: George Bryan
Music: Norman Leyden orchestra with Teddy Wilson, pianist

NEW comedy-variety show, starring Peter Lind Hayes, was added to CBS Radio's Saturday afternoon schedule last month. In some circles, Mr. Hayes is regarded as one of the most talented and versatile performers in show business. Few of his capabilities are evident in the *Peter Lind Hayes Show*. In his role as m.c. Mr. Hayes displays only a minimum of the tricks of his theatrical trade that have merited him a comfortable status in other branches of the entertainment business.

The show gives every indication that CBS was desperate to fill a half hour of program time so this show was tossed together and given a program label. Mr. Hayes attempts to make jokes a good bit of the time. His material is anything but top notch, killing off even his best efforts before the show ever goes on the air. In between the meaningless chatter, Mary Healy, Mr. Hayes' wife and co-performer, sings some songs. The extra added attraction every week is a "little Godfrey" guest chosen from the ranks of Arthur Godfrey's gifted proteges. Each renders a sample of the talent which caught Mr. Godfrey's discerning eye. An occasional clap from the live studio audience serves to remind the home listeners that this, in spite of its convincing disguise, is a lively radio broadcast.

The first thing the *Peter Lind Hayes Show* needs is a script. Mr. Hayes, given the proper material and direction, could be as capable an m.c. as radio could find. But the tools with which he must work in this case are in need of repair.

If any thought was given to the series, the decision was probably to make this a light informal little show. Informality in programming has proven highly effective on a number of broadcasts but it has never yet been an adequate substitute for planning.

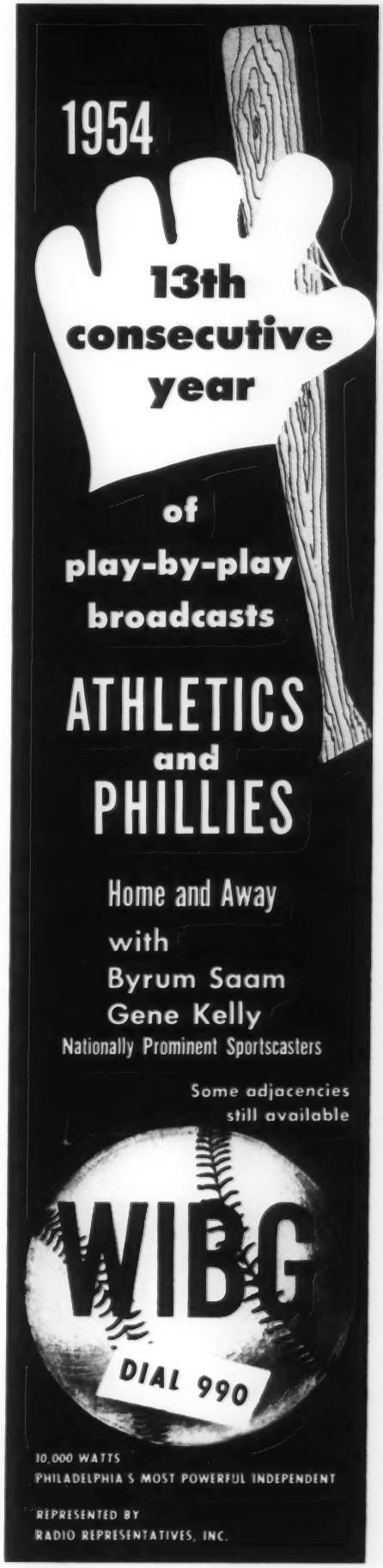
DING DONG SCHOOL

Network: NBC-TV
Time: Mon.-Fri., 10-10:30 a.m. EST: Colorcasts, Mon., March 8 and Tues., March 9
Producer-Director: Reinald Werrenrath Jr.
Supervisor: Judith Waller
Star: Frances Horwich
Executive Producer-Color Coordinator: Barry Wood
Color Consultant: Richard Day
Sponsors: Gerber Foods (Tues. and Thurs.) and General Mills (Fri.).

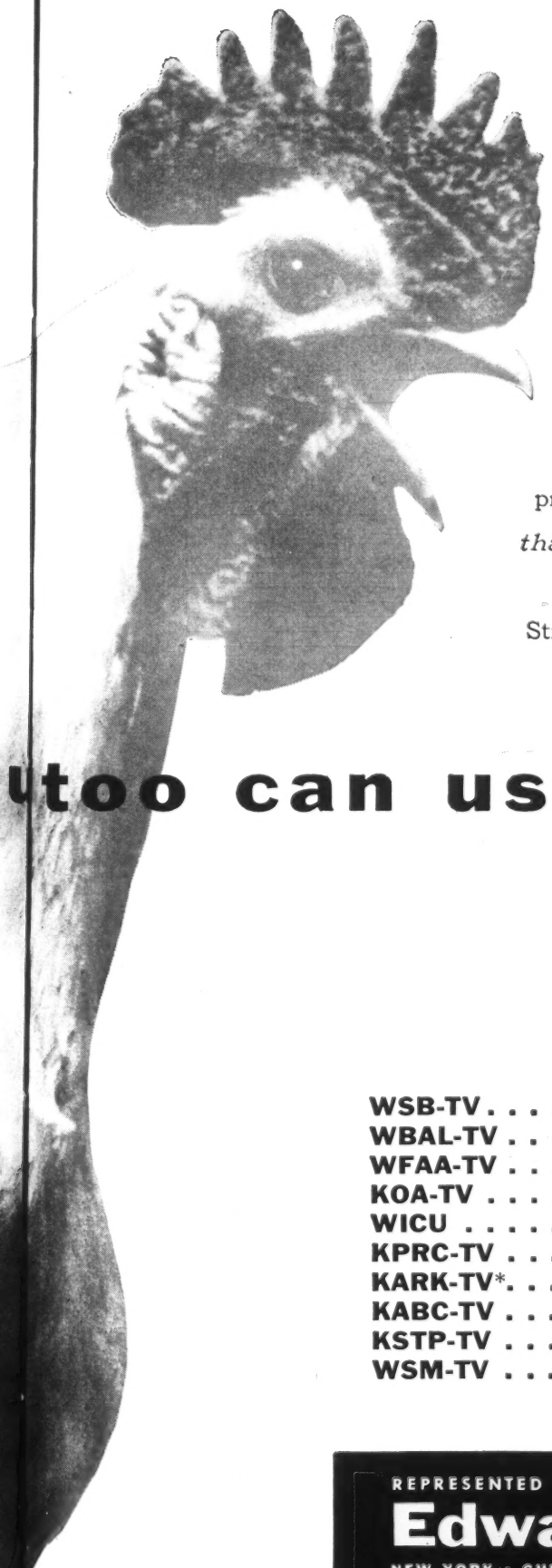
PRE-SCHOOL youngsters whose playtime includes some televiewing have not been overlooked by NBC-TV in its color tv demonstrations. Last Monday and Tuesday, *Ding Dong School*, the award winning children's show originating in Chicago, moved into New York to give junior viewers two telecasts in color. The show, in the capable hands of Frances Horwich, is a wonderfully unpretentious attempt to occupy busy little minds for a half-hour with story recitations, finger painting and a variety of activities that children of this age enjoy.

It is a good program in black-and-white. Color makes it even better. The program was an excellent choice for color tests since Miss Horwich's "props"—drawings sent in by members of her audience, dolls, toys, blocks and highly illustrated story books—make excellent subjects for a color tv camera. The drawings decorating one wall of the plain *Ding Dong School* set came across particularly well.

Logically enough, a breakfast food is one of the show's sponsors. Last Tuesday in the commercial spot a table was attractively set for breakfast with Kix cereal as the center of attraction. It was an effective commercial depending wisely more on eye appeal than on descriptive narration.



here's NEWS ...you



Local TV newscasts are just about the most consistently listened to programs in any market.

They rate right up there with the best of the network programs. But what gets them their audience . . . *and holds that audience* . . . is not only the national and international news, important as it is. It's the news of the fire on South Street . . . the fact that little Mary Jones has been found in MacComb's swamp after being missing for five hours . . . *the human interest items that happen right in the listener's own back yard.*

too can use!

There's no better way of selling a product than by the sponsorship of a local newscast. It has a regular audience day in and day out. It's a receptive audience . . . and it's a buying audience.

WSB-TV . . . . . Atlanta	**WABC-TV. . . . . New York**
WBAL-TV . . . . . Baltimore	**WTAR-TV. . . . . Norfolk**
WFAA-TV . . . . . Dallas	**KMTV . . . . . Omaha**
KOA-TV . . . . . Denver	**WTVH-TV . . . . Peoria**
WICU . . . . . Erie	**WENS . . . . . Pittsburgh**
KPRC-TV . . . . . Houston	**WOAI-TV . . . . . San Antonio**
KARK-TV*. . . . . Little Rock	**KFMB-TV . . . . San Diego**
KABC-TV . . . . . Los Angeles	**KGO-TV . . . . . San Francisco**
KSTP-TV . . . . . M'p'l's-St. Paul	**KOTV . . . . . Tulsa**
WSM-TV . . . . . Nashville	**KEDD . . . . . Wichita**

**In operation on or about April 15*

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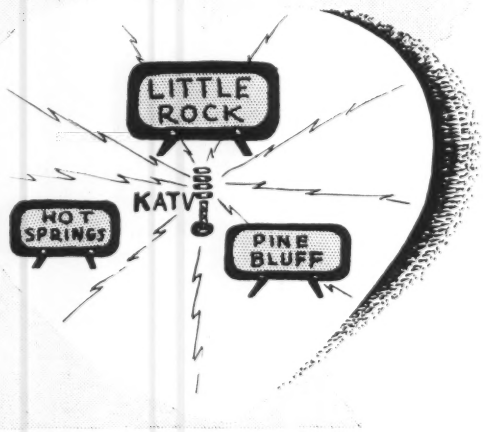
NOW...172,600 WATTS ERP INTERCONNECTED!

CBS • ABC • NBC

Serving the HEART OF ARKANSAS



STATE'S TALLEST TOWER.... 1200 FT. ABOVE AVERAGE TERRAIN

COVERAGE WHERE IT COUNTS MOST!

Pop. — 806,400

Buying Income $ 857,900,000

Retail Sales $ 653,091,000

CENTRAL SOUTH SALES CO.
JAMES P. WALKER—GEN. MGR.
AVERY—KNODEL—Natl. Representative

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Home Delivery

EDITOR:

. . . I find office hours far too busy to read publications satisfactorily and am wondering if you could send my copies of your publication to my home where I can read it at leisure. . . .

Harry W. Bennett
Vice President
Sherman & Marquette
New York

Pleased Readers

EDITOR:

JUST HAD THE PLEASURE OF READING YOUR EDITORIAL "AND THE SETS WERE SILENT." I WISH MORE PEOPLE IN THE INDUSTRY HAD AS CLEAR AN INSIGHT INTO THIS BUSINESS OF BROADCASTING AND TELECASTING AS YOU AND YOUR FINE STAFF. CONGRATULATIONS.

THOMAS P. CHISMAN
PRESIDENT
WVEC-TV HAMPTON
(NORFOLK), VA.

EDITOR:

Your editorial in this week's B•T, "And the Sets Were Silent", is one of the best things I have ever read in B•T. It points up the real value of radio. Radio has become such a habit with the American public that they do not realize its real significance until such an editorial as yours comes along.

Yours for more and better appreciation of radio.

C. H. Topmiller
Exec. Vice Pres.
WCKY Cincinnati

EDITOR:

To bestow your magazine praise, other than "Amen," regarding the editorial, "And the Sets Were Silent," [B•T, March 8, 1954], would be superfluous.

Jack K. Holt
News Director
WCNT
Centralia, Ill.

Conclusions on Montana

EDITOR:

After reading your editorial in the March 1 issue of B•T entitled "Mousetrap in Montana" one might draw several conclusions.

1. That you did not have *all* the facts in the case before you voiced your opinions. (Or perhaps the informant who sent you the course outline and other limited materials did not want you to have all the facts.)

2. That you discredit Mr. Siepmann's book because he was connected with something with which you disagree.

3. That you condemn all the collateral material in the course because it comes from the appendix of Mr. Siepmann's book. (How about Justin Miller's discussion of the Blue Book published by the NAB, Merton's *Mass Persuasion,* or even the NAB Standards of Practice?) Admittedly, there are perhaps many references to books that are not in accord with your personal views.

4. That it is all right for *you* to be subjective in your analysis of Mr. Siepmann's "non-objective" book.

5. That Montana is the only group of misguided souls who are guilty of such unfortunate decisions. (How about a congressional investigation?)

6. That the manner of presentation and the tone of the editorial is not characteristic of

GINNY SIMMS

TENNESSEE ERNIE

MARION MORGAN

FLORIAN ZABACH

SARAH VAUGHAN

LANNY ROSS

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The Studio Telescription Library is complete with handy index files, sample scripts, program ideas and background material for your program department. It takes only minutes to build any number of star-studded shows, sparkling with lavish production settings, but with none of the usual high production expenses.

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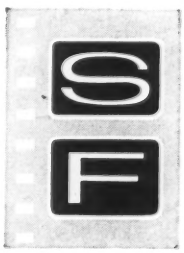

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NOW high

...with Conventional

New RCA 12.5-KW UHF Transmitter

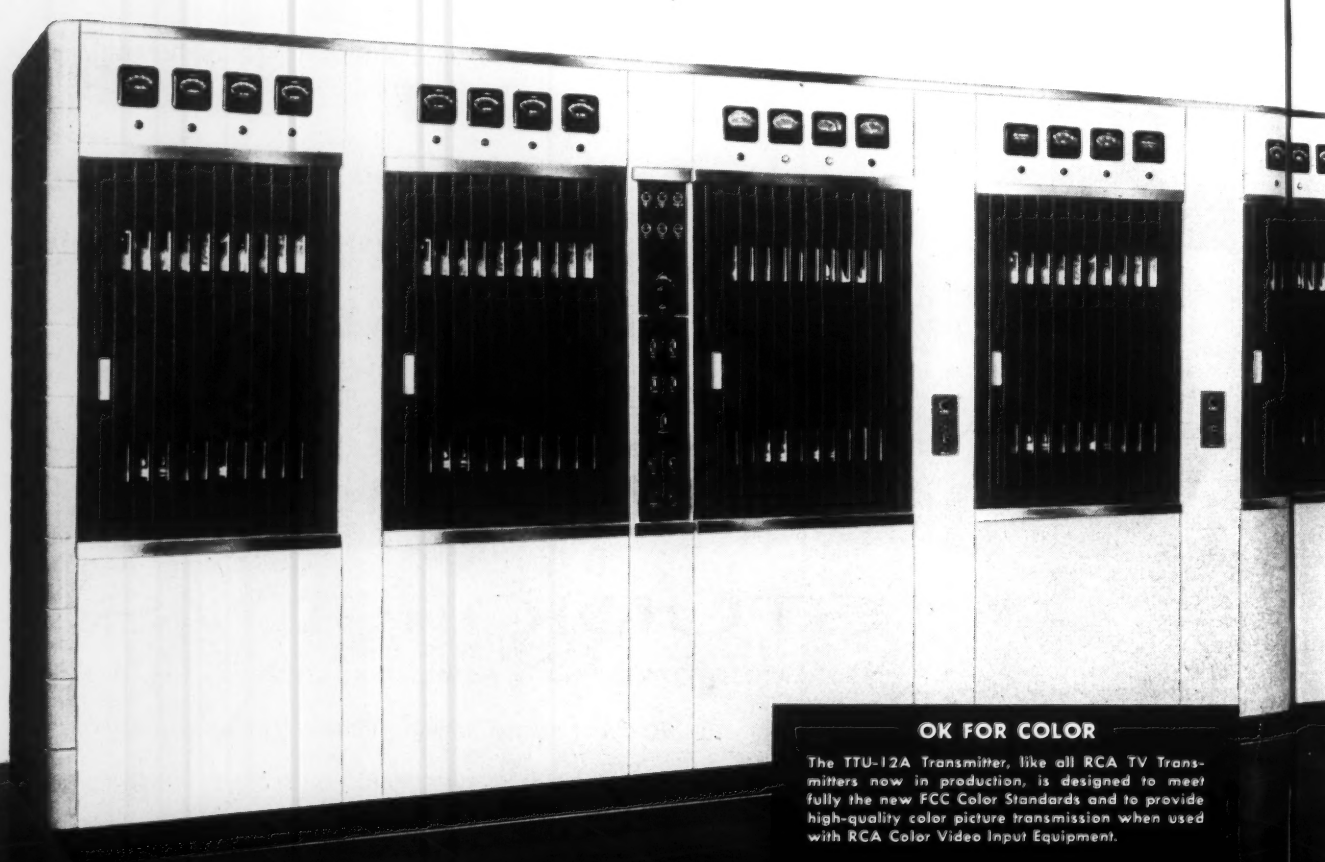
combines simplicity and reliability with high-quality performance for color

THIS IS the high-power UHF transmitter you've waited for. A transmitter as simple, as reliable, and as easy to operate as your standard broadcast transmitter. A transmitter with no trick tubes, no trick circuits, no cumbersome dollies. A transmitter which requires no modification to meet FCC color specifications (or superior monochrome quality standards).

This new RCA 12.5-kw UHF Transmitter uses conventional-type tubes throughout, including the new small-size RCA-6448's in the aural and visual output stages. These are the kind of tubes your engineer knows and understands, and they are used in the kind of circuits he is used to working with. Not only are these tubes better than complicated types, but you can get them from any RCA tube distributor.

This new RCA 12.5-kw UHF Transmitter is the result of several years of intensive development work. Actually, RCA could have shipped high-power UHF transmitters sooner if the engineers had been content to meet ordinary performance standards. But RCA engineers insisted on performance which would provide both superior monochrome pictures and excellent color performance. This turned out to be much harder than expected. Obtaining wide-band response, straight-line linearity and constant phase shift necessary for color is difficult. However, one by one the necessary circuits were worked out until finally the design was perfected.

Now we have it. A transmitter that is *designed for color.* With this trans-

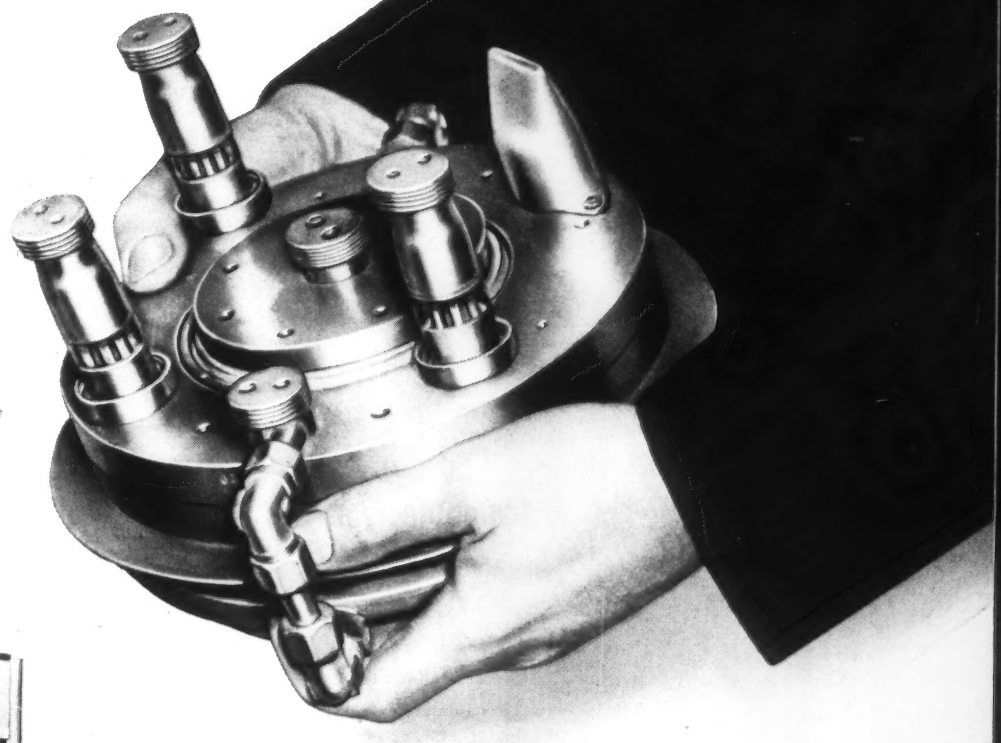


OK FOR COLOR

The TTU-12A Transmitter, like all RCA TV Transmitters now in production, is designed to meet fully the new FCC Color Standards and to provide high-quality color picture transmission when used with RCA Color Video Input Equipment.

power UHF

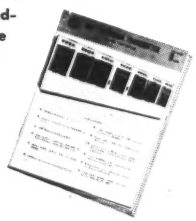
Type Tubes

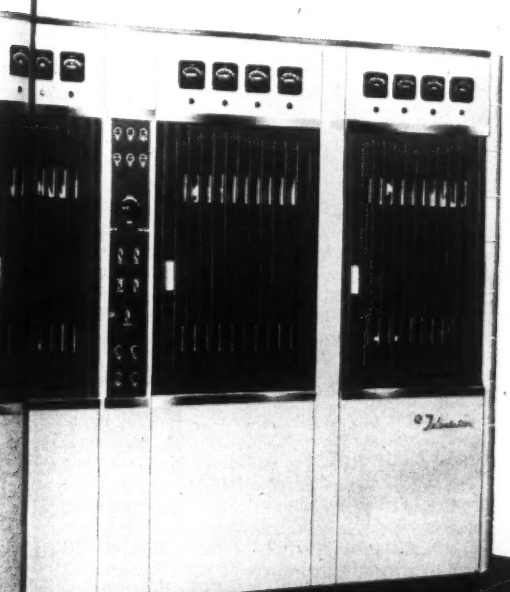


mitter, when color comes to your station, you will have no extra cost for transmitter conversion.

Those who have waited for this transmitter will be happy they did. Those who have not ordered yet, may now do so with assurance. Those who still have doubts may see it in operation at Camden. See your RCA Representative to arrange an inspection trip.

ASK FOR BULLETIN . . . For complete information on the RCA 12.5-kw UHF Transmitter—call your RCA Broadcast Representative. Ask for the fully illustrated, 12-page brochure describing RCA's Hi-power UHF transmitter.





Conventional, small-size,
RCA 6448 Tetrode used in the RCA 12.5-kw UHF Transmitter.

RCA-6448 Power Tetrode—heart of the TTU-12A, 12.5-kw UHF Transmitter.

It is used in the kind of circuits every station man knows how to tune.

It saves power and tube costs (up to $34,000 over a ten-year period).

It's small, fits into easy-to-handle cavity assembly.

It's a standard type—can be obtained from your local RCA Tube Distributor.

One type covers the entire UHF band, 14-83.

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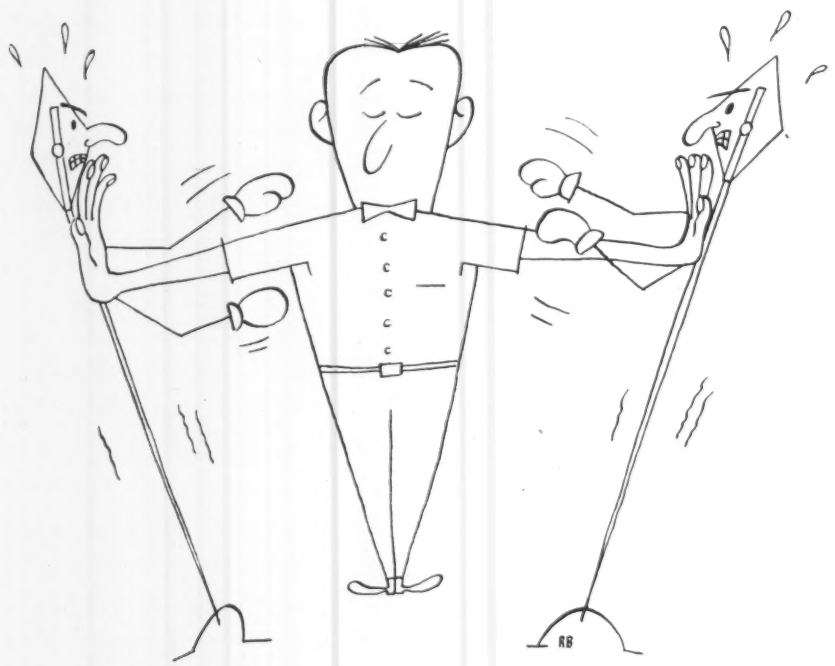
ELECTRONIC PRODUCTS—TELEVISION CAMDEN, N. J.

WIBC Indiana's First 50,000 WATT STATION



"of the people, by the people, for the people"

From 9 to 10 P.M. every Sunday for the past 118 weeks WIBC and the Indianapolis Junior Chamber of Commerce have aired "Indianapolis Forum," a public service debate on subjects of local, national and international importance.

"The Forum" is not only an outstanding public service feature of WIBC, but like so many other WIBC programs, it draws more listeners than any other Indianapolis station at the same time and hour. As a matter of fact, WIBC programs are first in Indianapolis and the surrounding 31 county trading area 64% of the time.* For more sales, your best buy in Indianapolis is WIBC!

* Area Pulse Report November-December, 1953

WIBC, Inc.
30 West
Washington Street
Indianapolis 6,
Indiana

WIBC 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

B•T's unusually fine magazine.

I hope that you did not intend for your readers to draw these conclusions. *I* do not have all the facts, Mr. Editor, nor is this a brief for Montana or Mr. Siepmann's book. (It is not the book I would use either.)

Incidentally, which text do you suggest for the course in question?

Ansel H. Resler
2142 Maple Avenue
Evanston, Ill.

[EDITOR'S NOTE: We stand on our comments, having seen the study course itself. Mr. Siepmann, an ex-BBC program executive, is fundamentally opposed to our system of free competitive broadcasting. Even Britain, in tv, has seen the light, and is now effectuating a modified "American Plan" of commercial telecasting, in competition with the BBC state monopoly.]

Wife Liked It, Too

EDITOR:

I feel very thrilled and proud over the wonderful writeup accorded my television report in your latest issue of BROADCASTING • TELECASTING. . . .

I do not see how an article could have been written which covered the points in the report more completely and accurately than yours did. My wife even went so far as to say the article was better than the report! Please express my thanks to everyone concerned . . .

Jerry N. Jordan
N. W. Ayer & Son Inc.
Philadelphia

Lexington Coverage

EDITOR:

Another footnote to Mr. Gilmore Nunn's statement that "Lexington . . . gets some intermittent vhf signals from . . . Louisville."

Purcell's, a leading Lexington department store, sponsored half of the Kentucky-L. S. U. play-off game televised by WHAS-TV. It wanted the entire game, but earlier commitments left only half available. Purcell's must be getting more than an "intermittent" signal from WHAS-TV.

Bill Loader,
Promotion Manager
WHAS Louisville, Ky.

WTRF-TV Ownership Explained

EDITOR:

In your Feb. 22 issue on page 22, you carried the story that the News Publishing Co. controls WTRF-TV in Wheeling, W. Va.

For the record, you should know that the News Publishing Co. owns 34% of the stock of WTRF-TV and took this opportunity so that the people of Wheeling and the Ohio Valley Region would not have to wait at least two more years for local television. They also have a plan where they could bring their ownership down to 24%. Their investment in WTRF-TV has aided an already healthy situation and even increased competitiveness, since 30% of WTRF-TV's stock is owned by one very active newspaper competitor in the News Publishing Co. The competitive situation, mass media-wise, in this area is extremely active and vigorous and, after 14 years here, I feel qualified to say that there is no concentration of power or control. Tri-City Broadcasting Co. owns and operates one am-fm-tv property and has no other expansion ambitions, other than to provide the people of this region with the finest possible service on these three facilities.

Robert W. Ferguson
Executive Vice President
Tri-City Broadcasting Co.
Wheeling, W. Va.

*Gelausedup English
Der gross successful Man, his car Iss nix MG, Nix Jaquar: Und even should You heard him tell it, You couldn't said, Or even spell it.
He drives this kind Of car 'cause he: Used NHC-AM-TV
-CECIL-
FRED

AM FM TV

WNHC

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

*In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

V H F
Channel 8

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

STUDIO CITY TV PRODUCTIONS, INC.

Presents

NEW EXCITING ENTERTAINMENT!

STUDIO CITY TV PRODUCTIONS INC.

MORTON W. SCOTT, *President*
STUDIO CITY TV PRODUCTIONS, INC.

MATT CLARK

Railroad Detective
played by JIM DAVIS

One of America's Most Popular Screen Stars

NOW COMPLETED!

GERONIMO

starring
JIM DAVIS · MARY CASTLE
CHIEF YOWLACHIE
ROBERT SHANE · PAT HOGAN

NOW COMPLETED!

QUANTRILL and his RAIDERS

starring
JIM DAVIS · MARY CASTLE
BRUCE BENNETT
LYLE TALBOT · RIC ROMAN

NOW COMPLETED!

The DALTON GANG

starring
JIM DAVIS · MARY CASTLE
MYRON HEALEY
FESS PARKER · ROBERT BRAY

NOW COMPLETED!

The YOUNGER BROTHERS

starring
JIM DAVIS · MARY CASTLE
GEORGE WALLACE · GREGORY WALCOTT
LOUISE BEAVERS

NOW COMPLETED!

BELLE STARR

starring
JIM DAVIS · MARY CASTLE
MARIE WINDSOR · RIC ROMAN
STUART RANDALL

NOW COMPLETED!

SAM BASS

starring
JIM DAVIS · MARY CASTLE
DON HAGGERTY · JAMES ANDERSON
DENVER PYLE

NOW COMPLETED!

DOC HOLLIDAY

starring
JIM DAVIS · MARY CASTLE
KIM SPALDING · FRANK RICHARDS
JAMES CRAVEN

BASED ON OFFICIAL NEWSPAPER FILES AND RECORDS

STUDIO CITY TV in Production Every Week at the lo

52 THRILLING TV Stories of the Century

½ Hour Subjects Produced Expressly For TV AUDIENCES!

NOW COMPLETED!

BILLY the KID

starring
JIM DAVIS · MARY CASTLE
RICHARD JAECKEL · RICHARD TRAVIS
RICHARD "BUZZ" HENRY

NOW COMPLETED!

FRANK and JESSE JAMES

starring
JIM DAVIS · MARY CASTLE
LEE VAN CLEEF
RICHARD TRAVIS · TYLER MacDUFF

NOW COMPLETED!

JOHN WESLEY HARDIN

starring
JIM DAVIS · MARY CASTLE
RICHARD WEBB · HOWARD J. NEGLEY
ROBERT KARNES

NOW COMPLETED!

CATTLE KATE

starring
JIM DAVIS · MARY CASTLE
JEAN PARKER · JAMES SEAY
FRANCIS McDONALD

NOW COMPLETED!

JOHNNY RINGO

starring
JIM DAVIS · MARY CASTLE
DONALD CURTIS · EMLEN DAVIES
LEE ROBERTS

NOW COMPLETED!

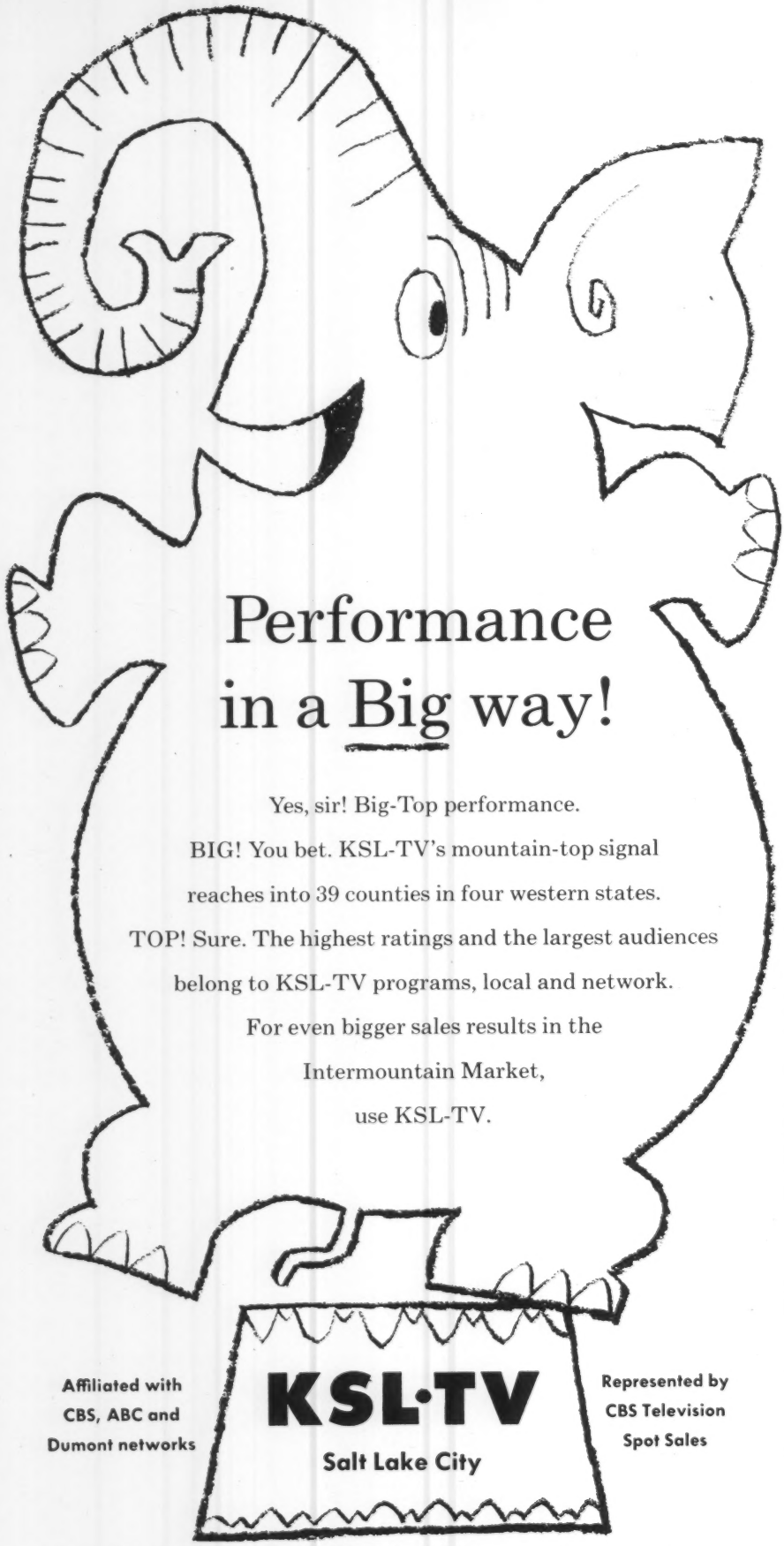
JOAQUIN MURIETTA

starring
JIM DAVIS · MARY CASTLE
RICK JASON · CHARLITA
BOB ANDERSON

FRANKIE ADAMS
Matt's Undercover Agent
played by
MARY CASTLE

Exclusive
SALES AGENTS
HOLLYWOOD TELEVISION SERVICE, Inc.
32 BRANCH OFFICES
HOME OFFICE:
4020 Carpenter Avenue, North Hollywood, Calif.
Telephone SUnset 3-8507

orld-Famous Republic Studios in Hollywood, California



ALFRED DAVID LeVINE

on all accounts

"A MAN is not selling mere footage of film—he is selling what a property can do for a client by merchandising and promotion to enable him to grow with the medium."

This is the working philosophy of Al LeVine, newly-appointed midwest sales manager of Consolidated Television Sales, film distribution firm. Mr. LeVine is well grounded in various phases of advertising and selling for his present capacity, the outgrowth of experience with tv production and distribution firms since 1950.

A native of Cleveland, Ohio, where he was born on Oct. 1, 1916, young Al attended Western Reserve U. and Ohio State law school. But before that, he displayed an avid interest in entertainment. Mr. LeVine attended the Tucker School of Expression and appeared on amateur talent shows up to and through high school. At Western he was a member of the debating team and was campus representative for the local newspaper.

The youth started his business career as a newspaperman—a cub reporter for the suburban *Cleveland Heights Press* and in the advertising department of the *Cleveland News*. He worked on editorial and promotion for the *News*.

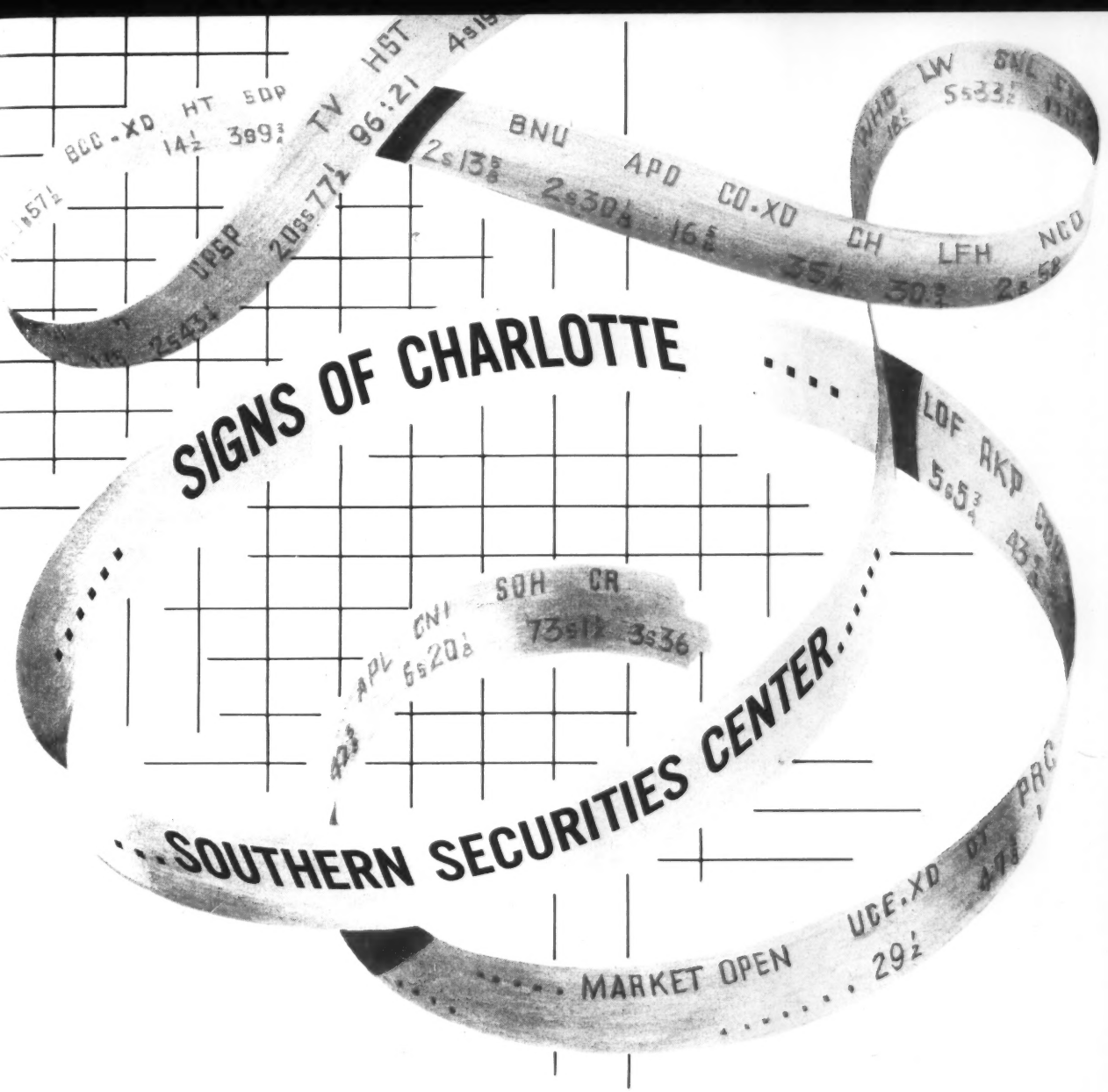
In June 1942, Mr. LeVine enlisted in the Army Air Force at Patterson Field, Dayton, and went to officers' candidate school in Miami Beach, emerging with a second lieutenant's commission in April 1943.

He became a combat and intelligence officer assigned to the 456th Bomb Group, and was awarded the Bronze Star and other decorations. Lt. LeVine spent 21 months in Europe—from January 1944 to August 1945.

Without any previous comparable experience, Mr. LeVine was appointed advertising manager for Cunningham Drug Stores, headquartering in Detroit. He then went to Chicago and joined Goldblatt's Dept. Store as sales promotion and merchandising coordinator, handling displays, budgets and other matters.

Early in 1950 Mr. LeVine joined Snader Telescriptions in Chicago, covering Illinois, Indiana and Wisconsin. As he put it, he wanted to combine selling with merchandising, and tv seemed the best way. When Snader dissolved, he came to United Television programs in the fall of 1952. Last June he joined Consolidated Television Sales, and handles such properties as *Time for Beany* (it also has a "Station Starter Plan") in 10-state coverage.

Mr. LeVine married the former Frances Lee in January 1948. He belongs to Zeta Beta Tau fraternity. Hobbies: good music and drama.



The signs of Charlotte are signs of a market infinitely more important than its city size suggests. Speculate, for example, on the number of New York Stock Exchange member brokerage houses in Charlotte.

Nine such firms have invested in Charlotte branches. Only Dallas and Memphis among southern cities have as many. Forty-five cities larger than Charlotte and fifteen whole states have fewer SEM brokerage houses. And the *growth* of Charlotte as a market for securities is underlined by the fact that 4 of the 9 have been established since 1946.

Charlotte's out-size prominence as a market for securities proves once more that you sell the city short if you ignore the rich and prosperous area it serves—dependent upon it for air transportation, distribution, and many specialized forms of business and cultural activity, particularly—

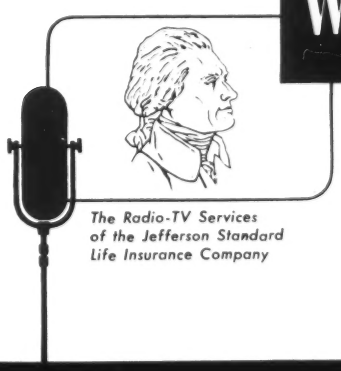
—radio and television. Jefferson Standard Broadcasting Company's great *area* stations 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3, like Charlotte brokerage houses, help integrate many prosperous communities into one massive market for anything you have to sell.

Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE, N. C.



The Radio-TV Services of the Jefferson Standard Life Insurance Company

SRO*

* that's right
STANDING ROOM ONLY
30 "hot spots" were sold on
MIKE ROY'S
"Key To The Kitchen"
prior to his first
KNBH Monday through Friday
1:30 - 2:00 pm
telecast

For information about first availabilities check KNBH, Hollywood or NBC Spot Sales

our respects

to

BENJAMIN RICHARDSON DONALDSON

BEN DONALDSON, advertising and sales promotion manager of Ford Motor Co., who used to be an announcer himself, likely has forgotten the above nine-syllabled version of his name.

It'll be a long time, though, before he forgets St. Patrick's Day, 1954 version. For March 17 will mark the 35th anniversary of his Ford career. Recognizing this significant date in Mr. Donaldson's history—and Ford's too—the company has a fine gold watch suitably engraved for official presentation.

This show can't go on until next Monday, however. There's another important event scheduled March 17—formal opening of the Assn. of National Advertiser's 45th spring meeting at Hot Springs, Va. As chairman of the ANA board Mr. Donaldson will preside at three days of business meetings, directing workshop sessions for advertising directors responsible for a billion dollars worth of time and space per year. ANA's convention will wind up Friday afternoon and its chairman will be back in Dearborn, Mich., Monday for the delayed ceremony.

A lot of things have happened at Ford Motor Co. since Ben Donaldson was hired in 1919 to solve what had become an insoluble problem. The problem centered around Henry Ford's provocative *Dearborn Independent,* which had a mailing of 200,000 copies that weekly inundated the village's third-class post office. Picked for the trouble-shooting assignment was the young civil service clerk in the mail service.

The 26-year-old Ben Donaldson quickly worked out a mailing procedure with the terminal and his Ford career was launched. Fred Black, business manager of the Ford publication, decided the youth was "a good man no matter what the job," and moved him to the editorial side. The reputation was inspired by a blend of persistence, good humor and energy. It led next to the editorship of all the company's publications.

An extra bit of routine in the early 20s came when the company started what it calls "the second commercial broadcasting station." WWI Dearborn went into business May 10, 1922. From the second floor of the tractor plant Mr. Donaldson directed the one-hour-a-week WWI operation, serving as manager, program director and announcer plus assorted technical chores.

The WWI license was allowed to lapse Jan. 20, 1926. Soon Mr. Donaldson was in charge of tractor advertising, and then export and truck advertising.

During World War II he was placed in charge of a major Ford project, a 500,000-word history of the company's war activities. Early in 1945 he was named director of advertising of Ford Motor Co. An outstanding feat in his direction of the company's vast advertising and sales promotion operations was the 50th anniversary television show—a 1953 program that will long be recognized as one of the great achievements in media history.

Michigan has been the site of the entire Donaldson career. Born on a farm near Sunfield, Mich., July 18, 1893, he completed his formal education at Western Michigan College of Education. He taught three years at a country school, where some of the pupils were older than the teacher.

Any executive who becomes one of the nation's outstanding advertising men is certain to have some definite, and worth-heeding ideas on the subject. Based on three decades of experience in this highly competitive field, Ben Donaldson's views were succinctly summarized by one of his associates in this manner: "No compromiser, he insists that good advertising informs the consumer, tells the truth, conforms to good taste and achieves a balance between potential economic gain and social responsibility."

While still a busy man, he finds time for his camera hobby and makes his own Christmas cards. Another pastime is woodworking—the Donaldson home has many pieces from his workshop. The hobby that gives him the most satisfaction is his collection of old Bibles, the envy of every specialist in this field. Included are such rarities as a Latin Vulgate manuscript Bible of 1225 A.D., and a copy of the Aitken Bible, the first English Bible printed in America. Only 32 known copies of this American relic are known to exist.

In the outdoors field Ben Donaldson indulges an annual urge—a round of golf. Some day he hopes to step up this schedule to two rounds a year but that's a long-range project. His other outdoor interest, similarly neglected much of the time, is the family cottage on Cavanaugh Lake, about 50 miles northwest of Dearborn. Whenever possible he and Mrs. Donaldson, the former Louise Sackett of Sunfield, Mich., go to the hideaway for a few hours or days of relaxation.

Now and then a family reunion brightens the Donaldson home, or cottage, when the two sons come for a visit. Wilbur M. is a Ford dealer in Bryan, Ohio, and Davis is a physician at Massachusetts General Hospital, Boston.

Mr. Donaldson's business activities have included ANA since 1944, when he was appointed Ford delegate to the association. He was made a member of the ANA board in 1948 and elected chairman last October. He is a past president of the Adcraft Club of Detroit and currently is treasurer of Advertising Foundation of America as well as a member of Advertising Research Foundation and U. S. Chamber of Commerce committees, Dearborn Country Club and Detroit Athletic Club.

HIGH...

is the total income (and buying ability) of the million families who live and work in our industrial heart of America. They spend over two and a half *billion* dollars yearly for things they want (and can increasingly afford)!

WIDE...

is the reach of WSAZ-TV, the *only* television station serving this whole area of 114 counties in five different states—a vast coverage with 100 kilowatts of effective radiated power on Channel 3.

and

Handsome...

is the word for WSAZ-TV's influence upon buying habits of TV families throughout its prosperous market...and handsome, too, are the results enjoyed by so many leading advertisers who have found how well it pays to place their messages on

Marietta, Ohio, is another of the busy industrial communities within WSAZ-TV's area—site of The B. F. Goodrich Company's modern plastics plant. Koroseal polyvinyl materials, films, coated textiles, upholstery, floor coverings and other items originate here, produced by hundreds of skilled, well-paid workers.

WSAZ

TELEVISION

Huntington-Charleston, West Virginia

Channel 3—100,000 watts ERP—NBC-CBS-DuMont-ABC

Affiliated with Radio Station WSAZ.

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency

KWKH is heard by 22.3% more families than all other Shreveport stations combined!

KWKH gets 22.3% more Average Daily Listeners than all other Shreveport stations put together—yet costs 44.2% less. Result: KWKH delivers 119.1% more listeners-per-dollar than Shreveport's *four other stations combined!*

These audience figures are from the new Standard Station Audience Report—*the more conservative* of the two recent audience surveys made in this area.

Ask your Branham man for the whole 50,000-watt KWKH story.

KWKH

ALL OTHER STATIONS COMBINED

AVERAGE DAILY LISTENERS

50,000 Watts • CBS Radio •

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

March 15, 1954 Vol. 46, No. 11

RADIO, TV TAKE THE STAGE IN NEW McCARTHY TEMPEST

Networks' refusal to grant free time to the Wisconsin Senator set off a running battle which brought in the President, the Vice President, other Senators, an FCC Commissioner, major commentators, a number of stations and the interest of the whole nation.

AS NEVER BEFORE, an unrehearsed and spontaneous American political drama broke last week on the national scene through the eyes and ears of the broadcast media.

Backing up the aural and visual media was the nation's press, whose headlines on the McCarthy issue served as a chorus of press agents for the broadcast industry.

The McCarthy story, which initially got its momentum via radio and tv and was still rolling as B•T went to press, actually had two parts, each dependent upon the other.

• One was the political fight waged by the Senator.

• The other, of immediate interest to the broadcast industry, was the "free time issue"

THE SENATOR
He would change law for free time.

created by a McCarthy demand on CBS and NBC that they provide him equal network time to answer Adlai Stevenson's March 6 speech which was carried without charge. When GOP National Committee Chairman Leonard Hall requested the networks to provide time to a spokesman of the Republican Party, they accepted. Vice President Nixon was chosen as the GOP's representative.

The top developments:

• CBS and NBC bucked up to Sen. Joseph R. McCarthy (R-Wis.) and won President Eisenhower's blessing (see page 32) in the face of the Senator's condemnation and threat to teach them the law.

• They got support from what some must have considered an unexpected source. FCC Comr. Robert E. Lee, a friend of the Senator's, said he thought the networks had acted fairly and in the public interest.

• Possibly the most spectacular development in the week's merry-go-round was provided by a commercial program: CBS' Ed Murrow's *See It Now*, sponsored by the Aluminum Co. of America (also see comments, page 33).

• A McCarthy announcement Thursday that he has a lawyer—he refused to divulge the attorney's name—and may hire another to prepare a petition to FCC seeking an order to the two networks to give him the free time he demanded.

• A threat that he may seek legislative action if the petition is rejected.

• A WGN Chicago offer granting Sen. McCarthy time to answer Mr. Stevenson and acceptance by the Senator of this offer and others given voluntarily by some radio stations.

• An attack on Edward R. Murrow, which Sen. McCarthy delivered when interviewed on Fulton Lewis jr.'s MBS news program Thursday night. He said Mr. Murrow was once described as an adviser to a "communist propaganda school."

Stations Scheduled

Sen. McCarthy will appear on radio stations March 19 when he makes an address in Milwaukee. According to the Senator he has accepted offers for a half-hour from these stations: WGN Chicago, WJMJ Philadelphia, WTNJ Trenton, WNMP Evanston, Ill., and WPAC Patchogue, N. Y. He said WILM Wilmington, Del., offered him a two-hour free time period between 10:15 and 12:15 p.m. EST at an early date.

But William G. Long, general manager of WTNJ, was quoted later as denying that any "authorized agent" of the station had offered the Senator time. He said the station discovered that a disc jockey, identified as Gene Asro, had sent a telegram inviting Sen. McCarthy "free one-half hour radio time" to reply to Mr. Stevenson.

This, according to Mr. Long, was a statement issued on Mr. Asro's own volition and not as a representative of the station. "I understand it is Mr. Asro's intention to obtain time on WTNJ which he will probably pay for," Mr. Long said. The station agreed to the paid broadcast if time was found available.

WGN, the *Chicago Tribune* outlet, said it also offered to make the McCarthy broadcast available to other stations.

Frank P. Schreiber, manager of WGN Inc. (WGN-AM-TV) wired the Senator as follows:

"Understand NBC and CBS have refused to grant you time to reply to attacks made upon you in recent broadcasts over their facilities. Pursuant to WGN's long standing policy of presenting both sides of all public issues we offer you free of charge broadcasting time to present your side of this controversy to the American public and we will consent to allow any other radio station to simulcast or rebroadcast the program without restriction."

CBS' Murrow devoted last Tuesday night's *See It Now* telecast, which is sponsored by Aluminum Co. of America, to what amounted to an indictment of Sen. McCarthy, for the most part using the voice and scenes of the Senator himself as taped and filmed. Mr. Murrow announced on the program that *See It Now* facilities would be made available to Sen. McCarthy for reply, if he "desires to answer himself." Sen. McCarthy, who was reported not to have seen the show, did not indicate immediately what his response would be.

The telecast, however, touched off an audience response described as one of the heaviest in CBS history. It also inspired widespread newspaper coverage which included, along with some brickbats, high tributes to the commentator, the network, and the sponsor and, linked with the NBC and CBS rejection of Sen. McCarthy's demands for free time to answer

CBS' MURROW
The documentary swamps switchboards.

Mr. Stevenson, praise for the broadcasting industry as a whole.

At CBS a battery of some 20 operators was kept busy taking calls Tuesday night through Thursday after the *See It Now* telecast. It was reported that as of Thursday night, the network had received 12,924 calls complimenting the broadcast and 1,367 against it. At the same time 3,267 complimentary and 203 protesting telegrams had been received.

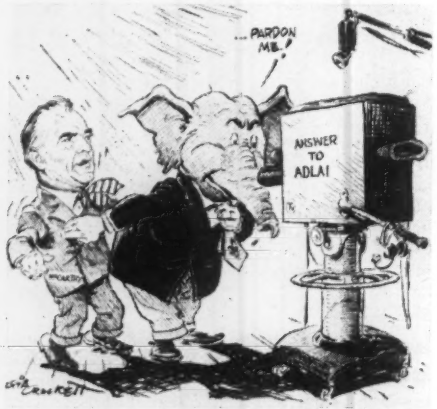
As of Thursday, CBS was not sure whether it would telecast a repeat of Mr. Murrow's tv show on the Senator. The network reported a host of requests for a re-run.

CBS and NBC, for their decisions to go along with the Republican Party and allow free time to Vice President Nixon to answer Mr. Stevenson, and to deny Mr. McCarthy's bid, were labeled "dishonest and immoral" by

the Wisconsin Senator.

His displeasure with the networks' stand was reflected in his refusal, at a Tuesday news conference in New York, to pose for CBS or NBC cameras or to talk to newsmen for those networks.

This refusal prompted an immediate protest by the Radio, Newsreel, Television Working Press Assn. of New York. In a telegram to the Senator, Arnold Lerner of Warner-Pathe News, president of the association, protested "emphatically against your discriminatory attitude . . . by barring newsfilm crews of CBS and NBC from coverage of an open press conference, you have deprived a substantial segment of the public of its right to obtain news through an important news medium. . . .



Courtesy of Washington (D.C.) *Evening Star*

"We earnestly feel that your personal quarrels with television networks must not be permitted to interfere with the free and unfettered flow of news to the American public.

"I need hardly point out that once a practice of barring 'unfavorable' news agencies is adopted, it might conceivably develop to the point where only 'favorable' agencies would be admitted, making a travesty of the very institution of the press conference."

Films made at the news conference included those of UP-Movietone News, which serves WPIX (TV) and WABD (TV) in the New York area, and INS' *News of the Day*.

A part of the exchange with Sen. McCarthy (paraphrased) quoted the Senator as saying, in effect, "It's a question whether CBS and NBC can deny time to answer somebody like Stevenson. I asked for time to answer the vicious charges he made against me. They refused. Just what I'm going to do, I don't know, but I intend to go after it in detail."

At another point, when a reporter noted that NBC had made a tape recording of his remarks and asked whether Sen. McCarthy intended to take steps to prevent its use, Mr. McCarthy was quoted as saying he "wouldn't do anything that would affect an enterprising young man."

Comr. Lee said Tuesday:

"Section 315 of the Communications Act of 1934 requires that a station provide to legally qualified candidates equal time where time is given or sold to one of the other candidates.

"In the current controversy none of the participants are candidates in the sense of the act. Consequently, the action of the networks in giving time to the Republican Party to answer Gov. Stevenson has been in the nature of a policy and is we think very fair and in the public interest. . . ."

Vice President Nixon's reply to Mr. Stevenson, who spoke on CBS Radio, CBS-TV, and NBC Radio on Saturday night (March 6), was to be made last Saturday night on the same networks, 10:30-11 p.m.

In a statement on its decision to grant time to the GOP National Committee, which named the Vice President as spokesman, CBS said that "Mr. Stevenson's address was carried by the CBS Radio and Television Networks as a public service in time granted to the Democratic National Committee under whose auspices the address was made. It is logical and equitable therefore to provide equal time for reply to the Republican National Committee rather than to any individual.

Fills Legal Requirements

"CBS is confident that its action completely fulfills both the spirit and the letter of the law and the FCC requirements."

In his first appearance following the Stevenson speech, Sen. McCarthy told commentator Lewis Thursday (MBS, 7-7:15 p.m.) that Mr. Murrow was an American adviser to the Moscow U. summer session in 1935. He said he was assistant director of the Institute of International Education which advocated violent overthrow of the traditional social order. Sen. McCarthy ascribed these charges to the *Pittsburgh Sun-Telegraph*, Feb. 18, 1935.

"This may explain why Edward R. Murrow week after week feels he must smear McCarthy," the Senator asked. "Maybe Murrow is worried about exposure of some of his friends. I don't know."

The Senator classed Mr. Murrow with what he termed the "extreme left wing bleeding heart elements of television and radio."

Mr. Lewis interviewed the Senator on his weekend tv series, spotlighting alleged misuse of government funds in Alaska.

In reply to the MBS broadcast Mr. Murrow charged "reckless handling of the truth." He said in 1953. He said in 1935 his role was in a student-professor exchange project that was cancelled by Russia before it began, with the collegiate group spending the summer traveling in the Soviet Union, "an activity which was not then and is not now illegal."

Answering a McCarthy charge that Mr. Murrow had not told the truth in claiming American Civil Liberties Union had not been listed as a subversive group, Mr. Murrow said the Attorney General's list and FBI do not list ACLU as subversive nor does any other government agency. He added that ACLU has letters of commendation from Presidents Eisenhower, and Truman, and Gen. MacArthur.

Sen. McCarthy said at a news conference that if his petition to FCC is rejected, he then will sponsor legislation to assure that in the future, anyone attacked in a free-time political broadcast or telecast can have equal free time to reply. Such a bill, he said, "most likely won't affect this situation," but would set up rules for future similar cases. (See box on Sec. 315 of Communications Act.)

He said he also plans to press for adoption of a bill (S 2125) to require radio and tv stations, including the amateurs, to record all programs.

"According to some intelligence agencies," Sen. McCarthy said, "the hams are a tremendous potential for passing out improper information for espionage and so forth." This purpose of the McCarthy bill was made known to B•T by the Senator last year when the bill was first introduced [B•T, June 22, 1953].

FCC's Position

FCC has commented on the bill but has taken neither a positive nor a negative stand. Its comments to the Senate Interstate & Foreign Commerce Committee, where the McCarthy legislation pends, were more of a questioning nature underlining the many problems which would come from such a demand on stations [B•T, Dec. 12, 1953].

A sidelight to the McCarthy-Stevenson-network battle on radio-tv was a charge by Sen. Ralph Flanders (R-Vt.) that the greatest danger from communism is external and that Sen. McCarthy is doing his best to shatter the GOP. Sen. Flanders' fiery, anti-McCarthy speech, delivered on the floor of the Senate, later was repeated in part for radio-tv.

The Law Reads . . .

REFERENCE in the Communications Act to political broadcasts is contained in Sec. 315, reprinted here in full:

"(a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

"(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes."

Ike Backs Networks in Giving Time to GOP Only

PRESIDENT Eisenhower bolstered the CBS and NBC network positions in the controversy with Sen. Joseph R. McCarthy.

Eight-minute excerpts of the President's remarks on the McCarthy case, made at the Wednesday morning news conference, were fed to networks Wednesday afternoon via the Washington sound loop. Included were:

Q—Do you think that the big networks have been fair in giving time to the Republican National Committee to answer Governor Stevenson rather than to Senator McCarthy? McCarthy feels that the networks have been unfair.

The President—I am not going to make the decisions that, of course, the FCC makes, and that the networks make on their own responsibility. Personally, I think that the networks have certainly discharged their responsibility for being impartial when they gave to the Republican National Committee the right to answer as they see fit.

You know, if you would take in any speech—suppose any one of you would make a speech, whatever party you belong to, and mention 20 names on the other side; now, does the network have to give 20 different people the right to get up and answer, or is it a party thing?

There must be some limit to this sort of thing, and I believe as long as they give to responsible, acknowledged heads of the organizational party—that is, the organization part of the party, the chairman, the right to determine this, that is justice.

Q—Mr. President, do you not regard the Stevenson speech as a part of the Democratic campaign for Congress, and therefore it should be answered by the party?

The President—Yes.

MURROW WINS THE NATION'S APPLAUSE

CBS commentator's program on Sen. McCarthy draws journalistic honor for itself and for the broadcast industry.

COMMENTS on last week's Edward R. Murrow *See It Now* show on CBS Television, which was devoted to a documentary-type look at Sen. McCarthy, were heard in Congress and in the nation's press.

Some of these comments and other editorial opinion on the "free time" McCarthy issue are summarized below:

Rep. Melvin Price (D-Ill.) told the House Wednesday: "It is indeed a rare thing when a tv network will stick its neck out by initiating or permitting to go out over its facilities a hard-hitting, honest, unvarnished report on a highly charged, completely controversial issue.

"We have learned to expect television to pull its punches in a situation like that in order not to offend any articulate section of the population, or the sponsor, or some network vice president with a bad case of timidity.

"Last night, however, the Aluminum Co. of America again sponsored and CBS again carried over its facilities the kind of objective analysis of a hot—really hot—issue which . . . redeems television journalism and puts it into the journalistic bigtime."

Rep. Price said of the Edward R. Murrow program, "It was a devastatingly effective program." He expressed "thanks—as a newspaperman by occupation, as one who learned professionally to seek out the truth and be satisfied with nothing less than the accurate facts—for the really excellent job done last night in behalf of accuracy in political discussion by the Murrow-Friendly team over CBS.

REP. PRICE

"And I should like to express my thanks to the Aluminum Co. of America for having demonstrated an enlightened faith in the American system of free discussion of controversial issues by sponsoring the Murrow program and by giving it the complete editorial freedom last night's program again proved it enjoys.

"It was an outstanding example of honest, courageous reporting."

In an editorial, the New York *Herald Tribune* said: "Doubtless the . . . *See It Now* program, in which Edward R. Murrow paraded the Senator's record on television, will provoke Mr. McCarthy even further. The half-hour show . . . was a sober and realistic appraisal of McCarthyism and the climate in which it flourishes. Like the free press, the free broadcasters met a controversial subject with a frank and responsible approach. Apparently the audience response was overwhelmingly in favor of Mr. Murrow and against Mr. McCarthy, but even if the returns were reversed, the network still would have fulfilled its functions as an organ of expression and public service.

"Mr. McCarthy's ability to insult and calumniate those who oppose or criticize him is well known. By refusing to be bullied, the broadcasters will assure their own future and help to guarantee America's."

John Crosby of the New York *Herald Tribune* said, "Right there television came of age. At least I can never recall any other time when a network—and Ed Murrow is a director as well as one of the chief spokesmen for the Columbia Broadcasting System—has told its listeners to straighten up and act like free men with the clear implication that they are not now doing so."

There was at least one printed charge, by radio-tv columnist Jack O'Brian of the *New York Journal-American*, that before the Murrow telecast, CBS Board Chairman William S. Paley had "personally ordered the pompous portsider to take a more middle ground" but that "Murrow refused" and "backstage explosions kept detonating until tv time with threats from both sides of firings and resignations."

A CBS spokesman branded such charges "completely and totally false."

Mr. O'Brian also said:

"Madison Ave.'s hottest rumor in the wake of Ed Murrow's McCarthy smear" is that "Murrow will resign from CBS' board of directors. As it stands, any Murrow utterance must be accepted as the network's official opinion—just as a cabinet member's public speeches are accepted as reflections of the Eisenhower Administration's."

CBS spokesman said this report was also "completely false." Other CBS sources pointed out that at a CBS board meeting Wednesday there was no talk of any resignation.

It was reported that Mr. Murrow's analysis of Sen. McCarthy's record had been on the agenda of *See It Now* producers Mr. Murrow and Fred W. Friendly, for many months. A news account said Mr. Murrow told a reporter early last October that he and Mr. Friendly were at work on such a documentary report and would broadcast the material at the first opportune moment.

Last Tuesday apparently was the opportune time in their opinion. Mr. Friendly was quoted: "Next week might have been too late."

The North American Newspaper Alliance reported that no pressure was brought to bear upon Mr. Murrow or Mr. Friendly by top executives at CBS to abandon the program or to modify the position taken. NANA said CBS Board Chairman William Paley did not interfere in any way with customary preparation.

Jack Gould, radio-tv editor of the *New York Times*, called the Murrow show "crusading journalism of high responsibility and genuine courage," saying:

MR. GOULD

"For tv, so often plagued by timidity and hesitation, the program was a milestone that reflected enlightened citizenship on the part of the CBS and, particularly, the Aluminum Co. of America, who paid the bill to make it possible. No voice is braver than those who enable it to be heard."

A pungent remark on the editorial page of the *Washington News* in a column by Dan Kidney: "Sen. McCarthy can demand time to answer Sen. Flanders if he wants to attend the Senate some time when it is in session."

The *New York Times*, in an editorial blast, entitled "Who Speaks for the GOP?" said:

"No doubt Mr. McCarthy will use every weapon at his command to frighten his Republican colleagues and the radio networks into backing down on their decision—if not this time, then next time. He is right in believing that this is a test. But, try as hard as he will to twist the issue, this is not a test of free speech. Mr. McCarthy has that. It is a test of the control of the Republican Party. Mr. McCarthy hasn't that—yet. And it is up to President Eisenhower and his advisers to prevent him from getting it."

The Washington Post said: "If Sen. McCarthy were given free time on the air whenever anyone spoke of him disrespectfully, he would be talking incessantly—which sometimes seems to be the case anyhow. For the Senator has succeeded in making himself a symbol of slander and political irresponsibility."

David Lawrence, in his syndicated news column, attacked the position of CBS and NBC in denying time to Sen. McCarthy, saying they had made "a serious mistake." He said this denial works against the stand by radio-tv that they should have equal access to the news as the press. He said it was "a bad precedent . . . which will plague them [networks] for years to come unless . . . they reverse their . . . decision." Acknowledging the networks are legally within rights, Mr. Lawrence questioned the policy. If a man is attacked publicly in the press, he noted, he has an opportunity to answer by printing an answer himself. Not so on the broadcast media, he said.

Hyde on Equal Time

FCC CHAIRMAN Rosel H. Hyde has told Congress that licensees, according to Commission policy, "should maintain a balance as a public duty" in programs dealing with public issues.

Chairman Hyde's comment was given earlier in the year to the House Appropriations subcommittee during hearings on the FCC's budget request for fiscal 1955. The subject was political usage of broadcasting facilities. Testimony was released Thursday (see page 54).

Chairman Hyde also made the distinction as to what the law states (Sec. 315 of the Act) and what is Commission "policy." He said the "Commission feels that licensees should be fair in the treatment of public issues under all conditons." Discussing the November Truman-McCarthy free time incident [B•T, Nov. 30, 23, 1953], Chairman Hyde said FCC had "no part in that series of programs". Chairman Hyde, Comrs. George Sterling and E. M. Webster (present before the subcommittee) said they had not asked the networks for time for either Harry S. Truman or Sen. McCarthy. Asked about members of the FCC staff, Chairman Hyde said he knew of "no such request. I would be astounded if anyone did."

Another for Murrow

EDWARD R. MURROW, CBS commentator, who holds five honorary college degrees, will receive his sixth, Doctor of Humane Letters, from Hamilton College, Clinton, N. Y., on June 6. He will be honored for "the intelligence, honesty and clarity with which he has been broadcasting the news since 1938 and for the programs with which he has made history a living and personal thing."

TEXAS Co. reaches agreement with WWJ Detroit for 52-week sponsorship of five times a week sportscast featuring Budd Lynch. Agreeing on the contract are (r to l): seated, G. B. Fraser, Texas Co.'s state sls. mgr.; Tom Warner, WWJ sls. mgr.; standing, C. A. Bentley, Texas Co.'s asst. div. sls. mgr.; Fred F. Hague, Hollingbery Co., radio sales v. p., and R. P. Keim, Texas Co.'s Detroit zone sls. mgr.

JERRY MARSHALL (c), conductor of *Make Believe Ballroom*, WNEW New York, tastes the product of one of his sponsors, P. Ballantine & Sons (beer), Newark, with A. A. Bestall, (l), Ballantine merch. mgr., and William H. Alley, Ballantine gen. sls. mgr.

PABST Blue Ribbon Beer, through Warwick-Legler, Los Angeles, will sponsor two newscasts daily on the 33 stations of the Intermountain Network. Joy Mallicoat, Warwick-Legler timebuyer, and H. K. Peterson, Intermountain sales mgr., approve the contract.

KOY Phoenix, Ariz., signs Arizona Insurance Assn. (association of Arizona life insurance companies) to 52-week sponsorship of 15-minute morning program *Yours Sincerely*, featuring Jack Williams, program dir. At the signing are (l to r): Mr. Williams; Alfred Hanson, president of Arizona Insurance Assn., and John L. Hogg, KOY commercial mgr.

NESTLE BUYS LARGE CAMPAIGN ON WNEW

THE NESTLE Co. (Nescafe), New York, signed with WNEW New York last week for what was described as one of the largest single radio station announcement program advertising schedules, said to represent about $6,000 weekly. The campaign will be launched April 5 with round-the-clock coverage to run until Jan. 1, 1955. Nestle's saturation spot announcement and program sponsorship extends through WNEW'S 24-hour-a-day broadcasts, seven days a week, and represents participation in all WNEW personalities shows.

A meeting explaining the Nestle-WNEW project was held at the station, at which time all the facts of the contract were outlined to 75 Nescafe salesmen and distributors.

The negotiations were handled by Donald Cady, vice president in charge of general advertising and merchandising for Nestle; John Crandall, media director of Sherman & Marquette, and John Geddes, WNEW.

General Foods Plans Anniversary Show on Tv

GENERAL FOODS, New York, to celebrate its quarter-century anniversary will sponsor Richard Rodgers and Oscar Hammerstein II in their first formal venture into television, a 90-minute, star-studded musical cavalcade to be presented on both CBS-TV and NBC-TV, 8-9:30 p.m. Sunday, March 28. The cost of the program is understood to be about $300,000.

The cavalcade will include musical excerpts from Rodgers' and Hammerstein's "Oklahoma," "South Pacific," "The King and I," "Carousel," "Allegro," and "Me and Juliet." The stars of the respective productions on broadway will in many cases appear on the program in renditions of portions of their respective roles.

Young & Rubicam, New York, is the agency handling the television extravaganza.

Geyer Inc. Names Ballard To Nash Account, Board

SAM M. BALLARD, vice president, Geyer Inc., New York, has been elected to the agency's board of directors, B. B. Geyer, president and chairman, announced last week.

Mr. Ballard also was named supervising executive on the Nash Motors account, and will head the agency group on the account in the New York and Detroit offices.

He has been with Geyer since August 1953, when he resigned as chairman of the management committee and board member of Gardner Adv., St. Louis and New York. Prior to that Mr. Ballard handled the Hudson Motor Car account for Compton Adv. and for Brooke, Smith, French & Dorrance.

Y&R's Dyke to New Post

KEN R. DYKE, vice president and assistant to the president, Young & Rubicam, New York, has been appointed director of branch office operations in the U. S., it was announced by S. S. Larmon, president of the agency. Y&R's domestic branch offices are located in Chicago, Detroit, Los Angeles and San Francisco.

"Mr. Dyke," Mr. Larmon said, "will continue his responsibilities as vice president in charge of publicity and public relations. The International Division, which includes London, Mexico City, Toronto and Montreal, will remain under the direction of Lorimer B. Slocum, vice president."

Buys Color Breaks

CASTRO Decorators Inc., New York, has placed "the first local commercial order for station breaks in color" on WNBT (TV) New York, it was announced last week by Hamilton Shea, general manager of WNBC-WNBT (TV). The sale was completed by Mr. Shea and Jay Heitlin, sales manager of WNBT (TV), and Bernard Carlin, executive head of Newton Adv., which represented the company for its Castro convertibles. The contract reserves for Castro first availabilities of local color time spots. Following negotiations, Mr. Shea said: "The receipt of this initial local order for color commercials is another milestone in the rapid progress of this tremendously important addition to the television medium. The great impact of color from an advertising standpoint will open the doors to many advertisers." Several weeks ago WNBT (TV) carried what it described as "the first commercial color telecast of a regular program, *Jinx's Diary*."

Bishop Names Jay, Burr

NORMAN JAY has been elected president and Donald Burr vice president of Hazel Bishop Inc., New York, it was announced last week by Raymond Spector, chairman of the board.

Mr. Spector also revealed that the company's sales for the fiscal period ended Oct. 31, 1953, were over $10 million. The net profit before taxes was $2,022,848 and after taxes $601,111. The company's sales are running approximately 50% ahead of last year and the advertising budget for current fiscal year is $5½ million.

SPOT—NEW BUSINESS

Rad Products (bleach, cleaner and furniture polish) to start six-month radio and tv spot campaign, beginning in New York March 18 and becoming national as distribution warrants. Agency: Duane Jones Co., N. Y.

Old Dutch Coffee has started radio spot announcement campaign on WNBC, WOR and WMCA New York, to launch a point of sale merchandising promotion featuring an Easter hat contest for women. Prizes of "hats by John Frederics," the famous milliner, will be awarded for best letters on their preference for Old Dutch regular or instant coffee.

Riggio Tobacco Co. (cigarettes), N. Y., planning heavy campaign, but media plans are undetermined. Radio and tv will be used to coincide with distribution. Agency: Badger & Browning & Hershey, N. Y.

Catelli Food Products Ltd., Montreal, has expanded local quiz shows to 18 Canadian stations. Agency: Walsh Adv. Co., Montreal.

AGENCY APPOINTMENTS

Pro-Fesh Products Co., East Orange, N. J. (Pro-fesh, new gun-spray dry cleaner), names Lewin, Williams & Saylor, N. Y., to handle its advertising. Television spots and newspapers will be used.

Hamilton Textile Mills, New York, names Peck Adv. to handle its new line of Hamilton House nylon tricot knitted sheets. All media will be used in introductory campaign, to be launched April 1.

Cliquot Club Co., Millis, Mass. (soft drinks), appoints Cunningham & Walsh, N. Y., to handle advertising. Media plans are undetermined.

GEN. TELERADIO TO MAKE FEATURE FILM BUY

Bank of America would permit handling of 30 films of 1946-49 vintage, with name stars.

AN AGREEMENT with Bank of America naming General Teleradio or one of its affiliated companies as exclusive licensing agent in the U. S. and Canada for a group of 30 feature films was reported near the signing stage last week.

General Teleradio said it was "in the process of completing a formal arrangement" to that end in negotiations with the bank, which holds title to the films.

Cost to General Teleradio was estimated unofficially at about $1.25 million. The films, described in the announcement as never having been shown on tv and as "generally considered to be the highest quality of any films yet released for television," were understood to represent a $17 million bank investment.

There was no indication when General Teleradio—taking its third major step in the tv film field—would begin distribution of its latest acquisitions. *Greatest Dramas*, a series produced in cooperation with 20th Century-Fox, currently is in syndication. General Teleradio, which controls Mutual and owns the Don Lee and Yankee networks and WOR-AM-TV New York, also has acquired the Phillips H. Lord properties, and filming of at least one of these, the *Gangbusters* series, is now in progress.

The features to which General Teleradio is getting licensing rights from Bank of America were released for theatrical showing between 1946 and 1949, and include "Body and Soul," featuring John Garfield; "One Touch of Venus," with Ava Gardner; "Casbah," with Tony Martin and Yvonne DeCarlo; "The Fabulous Dorseys," with Tommy and Jimmy Dorsey; "Double Life," with Ronald Colman; "Dark Mirror," with Olivia DeHavilland; "Macbeth," with Orson Welles; "Countess of Monte Cristo," "Private Affairs of Bel Ami," "Northwest Stampede," "Magnificent Doll," and "The Senator was Indiscreet," among others.

KTTV (TV) Buys 4-State Control of Film Package

KTTV (TV) Hollywood, which claims to be the first independent station to acquire a tv film package on a regional basis, has signed a contract, in excess of a quarter of a million dollars, with Hollywood Television Service Inc., whereby KTTV will control *Stories of the Century*, new half-hour series filmed by Studio City Television Productions Inc., in California, Oregon, Washington and Arizona.

KTTV's new policy was described by Richard A. Moore, station vice-president-general manager, as the only way to assure sponsors of a top program they can place in more than one market.

"More important," he continued, "the sponsor then has the privilege of selecting the city, station and night on which he wishes to show the program with complete regard for not only his own sales problem but for the local viewing habits of the individual city. He is not subject to the time clearance and 'must buy' problems that are part of the network approach."

QUARTER of a million dollar contract giving KTTV (TV) Hollywood control of a new half-hour film package, *Stories of the Century*, in California, Oregon, Washington and Arizona is signed by Richard A. Moore (l), vice president-general manager of KTTV, and Earl R. Collins, president, Hollywood Television Service Inc.

The series, produced and distributed by subsidiaries of Republic Pictures Inc., is based on official newspaper files and records of such personalities as "Belle Starr," "Joaquin Murietta," "Dalton Gang," "Geronimo," "Cattle Kate" and others.

NBC Holds Closed Circuit Color Demonstration in N. Y.

Network shows that 16mm films reduced from 35mm originals look better than films taken as well as printed on 16mm stock.

SHOWING of some 45 minues of color films, transmitted by closed circuit through the RCA compatible color tv system last Wednesday in New York by NBC, demonstrated what the NBC color experts have said many times before: If the quality is in the film we can reproduce it in tv; if it's not there, tv won't add it.

Eastman, Ansco and Technicolor films were included in the demonstration, which was held primarily for representatives of New York producers of films for tv and included a number of film sequences provided by those companies as well as a collection of films and slides assembled for demonstration purposes by NBC.

All films were reproduced from 16mm prints and to a B•T reporter it verified another NBC statement that 16mm prints reduced from 35mm originals look better on color tv than films taken as well as printed on 16mm stock.

In a question period following the demonstration, the film makers asked the same kind of questions that lay viewers would:

Question: Why was the red of the watermelon so washed out on one of the slides? Answer: Because it was that way on the slide and apparently just a washed out watermelon to begin with. Question: Aren't colors in colorcasts more harsh than a year ago? Answer: No. Probably that idea comes from the way sets were tuned; colors can be eliminated altogether, or tuned in with pastel shades, or brilliant or overemphasized to the point of harshness. It's all a matter of taste and each viewer can set his receiver to suit himself.

Robert Shelby, NBC director of color tv systems development, explained that at present NBC is telecasting color films with a rapid pulldown projectors and a flying spot scanner. Within the next few months, he said, they expect to start testing other types of color film projectors now in the laboratory stage. Stan Parlan, NBC color film consultant, answered questions about the films used in the demonstration and Barry Wood, executive producer in charge of color coordination for NBC, presided.

UTP Executives to Plan $250,000 Sales Campaign

ADVERTISING and sales promotion campaigns in excess of $250,000 will be launched for current and new products, when United Television Programs Inc. holds its first sales convention and clinic at the Conrad Hilton Hotel in Chicago March 26-28.

Scheduled to address the meeting of 60 executives and account executives are Charles B. Brown, vice president in charge of sales, Bing Crosby Enterprises; David Cloud, Chicago office head, Schmidt Lithographing Co.; Lee Savin, UTP executive vice president; Noel Rubaloff, UTP sales promotion manager, and Wynn Nathan, UTP national sales manager, who will be in charge of the convention.

New products include *Where Were You*, *The Ruggles*, *Manhunt* and *Lone Wolf*. The current series to be discussed are *Waterfront*, *Look Photoquiz*, *Counterpoint*, *Royal Playhouse*, *The Chimps*, *Heart of the City*, *Your Gospel Singer*, *Fulton Lewis jr. Show*, *Old American Barn Dance*, *Double Play*, *Hollywood Offbeat* and *Rocky Jones, Space Ranger*.

FILM SALES

Ziv Television Programs Inc. announces the sale of its new *Mr. District Attorney* half-hour tv film series in an additional 25 markets. **Carter Products** (Rise and Arrid) and **Samsonite Luggage** have contracted for the series in 40 markets. Key city tour to promote the series in advance is being made by actor **David Brian,** who portrays the title role. Producers and distributors of syndicated shows, according to **John Sinn,** Ziv president, generally confine their promotion to brochures sent to station managers and sponsors.

Erberto Landi, head of Landi Adv. Co., N. Y., and package owner of *Italian Feature Film Theatre* (WABC-TV New York, 2:30-4 p.m.), announces reopening of his show over WBKB (TV) Chicago, Saturdays, 2-3 p.m., titled *Film Classics*. Same series is scheduled to open over WHAM-TV Rochester, N. Y., in April. WSTV-TV Steubenville, Ohio, has reportedly accepted *Italian Feature Film Theatre*.

FILM DISTRIBUTION

Interstate Television Corp., Hollywood, according to President **G. Ralph Branton,** has concluded negotiations with **H. Alexander MacDonald,** president of **Dougfair Corp.,** to distribute on a syndication basis the new group of 39 half-hour films in *Douglas Fairbanks Presents*. Production on 20 films has been completed with the remaining 19 scheduled for completion by May 1. Firm's sales staff has been augmented. Those operating under the direction of **Lloyd Lind,** New York vice president and general sales manager, include **Robert M. Newgard,** West Coast sales manager; **Jay Rubin,** Des Moines; **Rex Gay,** Chicago; **Robert C. Miller,** Cleveland; **Terry O'Neill,** New England.

Negotiations are also underway, Mr. Bran-

OKLAHOMA CITY...

"A SINGLE STATION IN A FOUR—

"PULSE" PROVES IT!

TV Audience Survey by Pulse, Inc., released in February, reports that

WKY-TV HAS *ALL* THE TOP 15 TV PROGRAMS

in 29 Oklahoma Counties!

Pulse, Inc., after a 3-week, 29-county survey of Oklahoma TV preferences, has reported that . . . in addition to having ALL of the TOP 15 major once-a-week shows . . . WKY-TV originates the TOP 10 multi-weekly shows and has a WEEK 'ROUND 70% SHARE OF AUDIENCE . . . during those periods when other stations are on the air . . . plus, an exclusive audience during some 20 hours a week of bonus morning programming!

"PULSE, INC." 29-COUNTY AUDIENCE SURVEY

SHARE OF TV AUDIENCE

TIME PERIOD	WKY-TV	Station "B"	Station "C"	Station "D"	Misc. TV
MON. thru FRI. 7 am to noon	84%	11%*	L*		5%
MON. thru FRI. noon to 6 pm	64%	32%	L	L	4%
MON. thru FRI. 6 pm to midnite	69%	24%	1%*	1%*	5%
SATURDAY 8:45 am to noon	97%				3%
SATURDAY noon to 6 pm	63%	33%	1%*	L*	3%
SATURDAY 6 pm to midnite	74%	19%*	1%*	1%*	5%
SUNDAY 10 am to noon	97%				3%
SUNDAY noon to 6 pm	79%	11%*	4%*	L*	5%
SUNDAY 6 pm to midnite	70%	21%	3%*	1%*	5%

*Not on air entire period
Not on air
L—Less than ½ of a percent

29 Oklahoma Counties in TV Audience Survey by Pulse, Inc.

- *In the television industry, ratings tell the story of TV viewer preference!*
- *In Oklahoma City, ratings tell the story of WKY-TV's leadership!*

MARKET"
--STATION CITY!

Check these survey figures carefully! They show that WKY-TV, Channel 4 . . . FIRST in Oklahoma Television . . . continues to hold the audience in spite of the opening of three other Oklahoma City TV stations in the past six months!

"HOOPER" PROVES IT!

Hooper's TV Audience Measurement, released in February, reports that

WKY-TV HAS 14 OF THE TOP 15 TV PROGRAMS

in the Oklahoma City Metropolitan Area!

Reporting from its January survey, C. E. Hooper, Inc. announces that . . . from sign-on to sign-off . . . WKY-TV has a *larger average percentage of viewers* than the other *three* Oklahoma City Stations *combined!* A week-'round average of 63% of ALL Oklahoma City metropolitan area TV set-owners tune WKY-TV! WKY-TV has the TOP PROGRAM in this area, "DRAGNET" . . . and 14 of the TOP 15 PROGRAMS!

"HOOPERATING" AUDIENCE INDEX FOR JANUARY REVEALS:
Individual Evenings 6:00 P.M. to 12:00 Mid.

SHARE OF TV AUDIENCE

DAY	WKY-TV	STATION B	STATION C	STATION D
SUNDAY	64%	32%	4%	LT*
MONDAY	50%	42%	4%	2%
TUESDAY	58%	36%	4%	2%
WEDNESDAY	63%	31%	4%	2%
THURSDAY	61%	33%	4%	2%
FRIDAY	57%	40%	2%	2%
SATURDAY	69%	25%	4%	4%
AVERAGE for WEEK	60%	35%	4%	2%

*"LT"—less than 0.5%

WKY-TV

CHANNEL 4

OKLAHOMA CITY • *Represented by* THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • FARMER-STOCKMAN • WKY RADIO

Power of Re-Runs

BROCHURES pointing up the power of television films on their re-runs and the effectiveness of television as a sales medium for super markets were issued last week by ABC Film Syndication. Entitled "Lightning Strikes Twice" and "Tv, a New Super Sales Force for Super Markets," they are the first presentations of the new client service department of ABC Film Syndication. The new department, according to George T. Shupert, ABC vice president in charge of ABC Film Syndication, is designed to supply advertisers with pertinent facts about tv and tv films and was created primarily for new advertisers and the stations that service them.

ton revealed, for Interstate to distribute several other "top caliber" half-hour packages under its new expanded program in addition to 26 feature films.

FILM PRODUCTION

Guild Films Inc., Hollywood, has started six more half-hour films in color for its syndicated *Liberace* series. First three films are built around Cuba, Mexico and Latin America with **Luisa Triana,** Flamenco dancer, appearing in the Mexican film. **Duke Goldstone** is producer-director.

Screen Gems Inc., Hollywood, is completing "The Unlocked Door" for NBC-TV *Ford Theatre* with cast headed by **Diana Lynn, Fay Bainter** and **Phil Carey.** Former dialogue director **Jason Lindsey** is directing the film, written by **Mel Dinelli** from an original Mary Roberts Rinehart story.

Robert Maxwell Assoc., Hollywood, plans May 15th production on the remaining 24 half-hour films in *Lassie* tv series, to be completed in five months, which **Television Programs of America** will distribute. Two films in color have already been shot in U. S. and Canada, starring the canine personality and **Tommy Rettig. Ruby Abel,** formerly associate producer with **Screen Televideo Productions,** has joined Mr. Maxwell in that capacity.

Kling Studios Inc., Hollywood, has started shooting half-hour institutional film for **Marietta Concrete Corp.,** Marietta, Ohio (silos), under the supervision of **O. Gail Papineau.** Film, being shot in Eastman Commercial Kodachrome, is utilizing location in 25 industrial areas in U. S. and Canada. Completed is "Public Relations—Its Story," new color industrial film for **Aluminum Co. of America** to be used as part of Alcoa's training program for sales personnel.

RANDOM SHOTS

Television Programs of America is set to syndicate the half-hour tv film version of *Halls of Ivy.* Producer **Edward Small** is readying production plans with **Ronald** and **Benita Colman,** who will re-create their former radio roles. Shooting is scheduled to start in April for a fall release of the series.

Consolidated Television Sales, Hollywood, recently bought by **Shull Bonsall,** investment and real estate broker, has worked out an arrangement for **George Bagnall & Assoc.,** Beverly Hills, to handle world-wide distribution of nine **Jerry Fairbanks Productions'** tv film properties and new product to be added.

Daytime Radio's Punch Told in ABC Booklet

Comparison made between nighttime television and daytime radio, with the network citing factors to be considered in evaluating the ratings.

THE STORY of daytime radio and its ability to deliver programs and sponsors' messages a lot of times into a lot of homes at a little cost is spelled out in *Millions of Numbers,* a booklet issued last week by ABC Radio, which might well have subtitled the opus *How to Read a Rating Report.*

Comparing nighttime tv and daytime radio and using the Nielsen pocket-piece for January-February 1953 as its source, the booklet reports that the average daytime radio program has a Nielsen rating of 4.5 to a 27.7 for the average evening tv show, or a one-to-six proportion. But ABC points out, the radio rating is based on all radio homes, the tv rating on tv homes only, so most people translate the ratings into the number of homes reached.

This shows the average daytime radio program to reach 2,014,000 homes, the average nighttime tv show to reach 4,621,000 homes, reducing the ratio from one-to-six to one-to-two. But ABC again points out, this is not yet the full story. These are per-broadcast figures and advertisers seldom buy a single broadcast. Taking the Nielsen complete analysis books, ABC evaluated the daytime radio strips (five quarter-hours a week) and the nighttime tv shows (30 minutes once a week) for a full month. The report summarizes the comparison as follows:

	Daytime Radio	Nighttime Television	Difference
Nighttime television reaches an average of 23% more different homes in a month	8,479,000	10,441,000	+ 23%
Daytime radio reaches its homes 113% more often per month	5.1	2.4	+113%
With its greater frequency, daytime radio creates 89% more home impressions per month	46,860,000	24,764,000	+ 89%
The average nighttime television advertiser has to invest 83% more money per month than does the daytime radio advertiser	$86,000	$157,000	+ 83%
Because it costs 83% more to reach only 23% more homes, nighttime, television costs 48% more per 1000 different homes reached	$10.17	$15.01	+ 48%
With greater frequency, less cost and almost the same size audience, daytime radio creates 244% more home impressions per dollar than nighttime television	544	158	+244%

Moreover, ABC pointed out, those figures are for home reception and leave out entirely the 29 million auto radios and 9 million other out-of-home sets in use today, so that the analysis understates the case for radio by 38 million sets.

Pre-Easter Slump

DECREASED pre-Easter advertising by department stores this year is probable, according to the latest issue of Department Store Studies, which also notes that millinery, toys and other typical Easter merchandise are not the kind of items that radio does the best job for.

"What department stores will do this Easter on radio is push their credit terms, especially upon books or similar plans. This should start about the third week of March. . . . If the store wants items advertised, stick to home furnishings, notions and cosmetics."

Storz Hits at Pulse, Hooper Differences

DIFFERENCES between the Hooper and Pulse reports of radio audience behavior in New Orleans have created a situation that "if it continues will adversely affect our future and the earnings of a business in which we have invested a considerable amount of money," Todd Storz, general manager, WTIX New Orleans, stated in identical letters sent March 3 to the heads of the two audience measurement firms.

To rectify this situation, Mr. Storz wrote: "We propose to ask the five major advertising agencies in New Orleans to appoint two girls each from their offices to make a total of 2,000 telephone calls (per agency), such calls to be divided approximately between the hours of 7 a.m. and 6 p.m., each hour receiving the same amount in total calls. The purpose of these calls, of course, is to determine whether a person called is listening to the radio, and if so, to which station are they listening.

"When these calls have been made and the girls have completed a written record of the calls, they will be instructed to mail their tabulations to a reputable firm of certified public accountants in the city of New Orleans to be mutually agreed upon between the various agencies involved."

C. E. Hooper, president, C. E. Hooper Inc., last week released Mr. Storz' letter to the press, together with his reply, which approved the proposal and offered to furnish "our normal tabulation procedure instructions" to the accounting firm handling the tabulation of the proposed survey.

No comment was available from Pulse, whose head, Dr. Sydney Roslow, was away from his New York headquarters last week.

Radio Homes Up 25%, Sets 63% Since 1947—Flynn

INCREASE in radio homes of 25% and in radio set ownership of 63% in six years (1947-53) in 14 of the nation's top markets was reported last week by Henry Flynn, general sales manager of CBS Radio Spot Sales.

Mr. Flynn based his observations on a presentation released last week by the CBS Radio Spot Sales promotion department. The 14 markets and stations covered in the presentation are those represented by CBS Radio Spot Sales: WCBS New York, WBBM Chicago, WEEI Boston, KMOX St. Louis, KCBS San Francisco, KNX Los Angeles, WCAU Philadelphia, WTOP Washington, KSL Salt Lake City,

Q Which Kansas City radio station reaches the largest number of daytime listening homes in rural and small city Mid-America – seven days a week – the year around?

A KCMO, Kansas City's only 50,000 watt station. The 1953 composite Conlan "Study of Listening Habits" in Mid-America rates KCMO over *all other* Kansas City stations. In fact, KCMO serves a larger Mid-America audience than *any* other station heard in the area.* Simple sales arithmetic shows that KCMO is your best buy in the rich, expanding Mid-America market.

**There's good reason, too. For information on how KCMO's bright, fresh programming commands the loyalty of Mid-America's largest audience, contact KCMO or the Katz agency.*

KCMO radio

50,000 Watts at 810 Kc.

125 E. 31st St., Kansas City, Mo., or THE KATZ AGENCY

"It's a Meredith Station"

WCCO Minneapolis-St. Paul, WAPI Birmingham, WMBR Jacksonville, WBT Charlotte and WRVA Richmond.

The increase in radio homes, Mr. Flynn said, "automatically adds 25% to a rating point when translated into terms of audience." He said that an advertiser buying time in these markets can reach 2,348,000 additional metropolitan area radio families today which were not there in 1947, adding that families there own almost 10½ million more radio sets today than in 1947.

The presentation showed that New York registered the largest numerical increase since 1947 with 841,550 additional radio homes, and Charlotte the largest jump percentage-wise with 43.5% over 1947.

January Tv Sales Up

RETAIL sales of television sets reached 731,917 units in January compared to 640,073 sets in January 1953 and only 5.5% below the 774,856 figure in December, according to Radio-Electronics-Television Mfrs. Assn. Retail sales of radios (not including auto sets) totaled 306,407 sets in January compared to 1,456,008 in the previous holiday month and 414,721 in January 1953. Output of auto sets in January totaled 394,442 units.

Factory sales of cathode ray tubes totaled 557,681 units in January compared to 644,287 in December. Receiving tube sales totaled 22,133,347 in January compared to 23,404,026 in December.

Petry Study Emphasizes Radio's Rural Penetration

THE case for spot radio news and farm programs as means through which advertisers may reach farmers—"and everybody else too"—effectively and at low cost is outlined in a presentation prepared by the radio division of Edward Petry & Co., radio and tv station representatives.

The study points out the universal nature of radio and the farmer's dependence upon it particularly. People in rural areas, the presentation notes, spend "38% more time with radio" than do people in metropolitan centers —and "twice as much time with radio as with all other advertising media combined."

Asserting that "the most effective and efficient means of reaching the nation's vital farm and rural market is through spot radio news and farm programs," the study says: "Farmers and rural dwellers must at all times keep abreast of weather reports, the latest crop and market information, as well as national and international conditions. The reason is obvious: A farmer's livelihood depends on knowing the latest facts about these conditions."

But, the presentation continues, "you reach both rural and urban audiences with news and farm programs," which are "among the most popular shows on at the time in many metropolitan markets" as well as in rural areas. Several spot radio success stories are singled out in the booklet, including those of Reynolds Metals, Sears-Roebuck, Hercules Powder Co., and the feed div. of International Elevator Co.

VIDEODEX' FILM RATINGS ARE TOPPED BY ZIV'S 'I LED THREE LIVES' SERIES

ZIV's film series, *I Led Three Lives,* took top position in the Videodex Inc. ratings of leading film shows for the first week of February. The listing, along with percentage of tv homes reached, number of homes and number of cities, follows:

Program & Distributor	% of Tv Homes	No. of Cities	No. Tv Homes (000's)
1. I Led Three Lives (Ziv)	15.9	91	4,602
2. Badge 714 (NBC)	15.5	90	4,191
3. Foreign Intrigue (Thompson)	15.4	53	3,987
4. Annie Oakley (CBS)	14.9	46	3,303
5. Death Valley Days (McC-E)	14.9	30	1,422
6. Liberace (Guild)	14.9	98	4,414
7. My Favorite Story (Ziv)	14.2	79	3,356
8. Kit Carson (MCA-TV)	14.1	57	2,995
9. Crown Theatre (CBS)	14.1	21	990
10. Douglas Fairbanks (NBC)	14.0	32	857
11. Hopalong Cassidy (CBS)	13.6	43	1,819
12. Wild Bill Hickok (None)	13.5	58	3,762
13. Cisco Kid (Ziv)	13.4	85	3,730

* Programs appearing in a minimum of 20 markets.

MATTHEWS SPEAKS ON RADIO-TV BUYS

MOST complex problem facing the advertiser today is how to combine tv and radio with maximum effectiveness for per-dollar expenditure, Joseph R. Matthews, vice president of A. C. Nielsen Co., told Hollywood Advertising Club members last Monday.

This is particularly true "today, when tv has grown to a stage at which the advertiser feels he dare not pass it up. At the same time he recognizes the fact that tv has not attained a high enough level of coverage to make it a safe bet as the sole means of reaching the markets for most goods," Mr. Matthews said.

Difficulty in measuring radio and tv results have made them the most speculative of major tools available to move goods, he stated, observing that within each medium costs may vary up to a 4-to-1 ratio on the cost of reaching 1,000 homes, although the networks offer time and talent at a standard rate. The differences between high and low cost to the individual advertiser "arise primarily from differences in skill . . . in buying and applying radio-tv time and talent," according to Mr. Matthews.

He then delved into survey problems, indicating difficulties in gathering accurate figures to indicate more profitable use of advertising funds. The Nielsen Mailable Audimeter, an automatic device attached to either radio or tv receiver, or both, is the survey firm's answer in gathering accurate figures, he stated.

Use of the Audimeter has given the Nielsen Co. reliable figures on the relative strength of radio and tv according to listeners, the distribution of these volumes by seasons, or by hours of the day, the survey firm executive asserted.

Having reached a maximum audience for

THE CURRENT NATIONAL TV RATINGS:

Nielsen: 'Lucy'

THE CBS-TV show *I Love Lucy* and NBC-TV's *Dragnet* continued in the No. 1 and 2 spots, respectively, of the National Nielsen Ratings for evening, once-a-week television network shows in total number and percentage of homes reached for the two weeks ending Feb. 13. The ratings:

PER CENT OF TV HOMES REACHED

Rank	Program	Homes %
1	I Love Lucy (CBS)	64.6
2	Dragnet (NBC)	60.6
3	Jackie Gleason Show (CBS)	51.7
4	Buick-Berle Show (NBC)	51.6
5	You Bet Your Life (NBC)	49.2
6	Arthur Godfrey's Scouts (CBS)	48.6
7	Goodyear Tv Playhouse (NBC)	46.3
8	Colgate Comedy Hour (NBC)	46.2
9	Philco Tv Playhouse (NBC)	42.9
10	Ford Theatre (NBC)	42.2

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	17,481
2	Dragnet (NBC)	16,332
3	Buick-Berle Show (NBC)	13,462
4	You Bet Your Life (NBC)	13,240
5	Jackie Gleason Show (CBS)	12,775
6	Colgate Comedy Hour (NBC)	12,548
7	Arthur Godfrey's Scouts (CBS)	12,121
8	Goodyear Tv Playhouse (NBC)	11,978
9	Philco Tv Playhouse (NBC)	11,145
10	Ford Theatre (NBC)	10,799

Copyright 1954 by A. C. Nielsen Co.

ARB: 'Lucy'

THE American Research Bureau has rated *I Love Lucy, Dragnet* and *You Bet Your Life* as the top three evening once-a-week network television shows in that order for the month of February. The three have headed the viewing list since the fall season opened, ARB reports. The ARB ratings:

	Program	Rating
1.	I Love Lucy (CBS)	63.0
2.	Dragnet (NBC)	59.6
3.	You Bet Your Life (NBC)	52.5
4.	Jackie Gleason (CBS)	49.2
5.	Ford Theatre (NBC)	48.1
6.	Talent Scouts (CBS)	44.7
7.	Milton Berle (NBC)	44.4
8.	Life of Riley (NBC)	43.5
9.	This Is Your Life (NBC)	41.9
10.	Jack Benny (CBS)	41.2

	Program	Viewers (Add 000)
1.	I Love Lucy (CBS)	45,200
2.	Dragnet (NBC)	43,030
3.	You Bet Your Life (NBC)	40,200
4.	Jackie Gleason (NBC)	35,900
5.	Milton Berle (NBC)	33,060
6.	Comedy Hour (NBC)	32,040
7.	Toast of the Town (CBS)	31,620
8.	Jack Benny (CBS)	30,180
9.	Show of Shows (NBC)	28,280
10.	Talent Scouts (CBS)	27,350

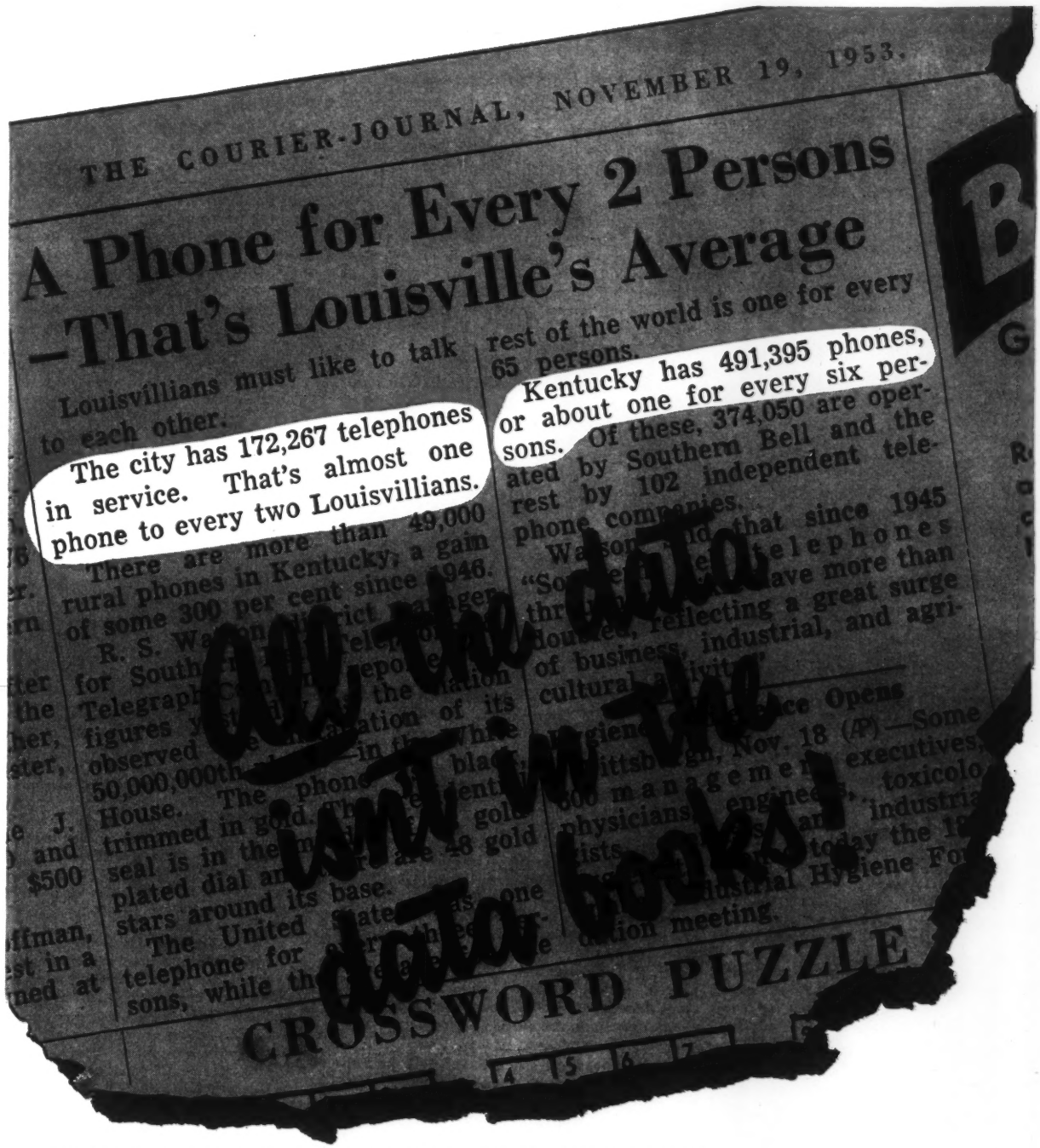
Videodex: 'Dragnet'

FOR the second straight month, NBC-TV's *Dragnet* outranked CBS-TV's *I Love Lucy* for first place in the Videodex rating of the top network programs covering the Feb. 1-7 period. Complete listing is as follows:

Feb. 1-7, 1954

Name of Program:	No. of Cities	% Tv Homes
1. Dragnet (NBC)	97	42.6
2. I Love Lucy (CBS)	115	41.2
3. Red Buttons (CBS)	122	35.7
4. Jackie Gleason (CBS)	86	35.5
5. Godfrey & Friends (CBS)	102	35.5
6. Talent Scouts (CBS)	57	34.9
7. Groucho Marx (NBC)	111	34.4
8. Toast of the Town (CBS)	97	33.4
9. Milton Berle (NBC)	94	32.7
10. Comedy Hour (NBC)	96	28.9
11. Your Show of Shows (NBC)	62	28.6

Name of Program:	No. of Cities	No. Tv Homes (000's)
1. Dragnet (NBC)	97	13,756
2. I Love Lucy (CBS)	115	13,401
3. Groucho Marx (NBC)	111	11,371
4. Red Buttons (CBS)	122	11,369
5. Godfrey & Friends (CBS)	102	10,967
6. Jackie Gleason (CBS)	86	10,156
7. Milton Berle (CBS)	94	10,121
8. Toast of the Town (CBS)	97	9,995
9. Comedy Hour (NBC)	96	9,552
10. Talent Scouts (CBS)	57	9,123


THE COURIER-JOURNAL, NOVEMBER 19, 1953.
A Phone for Every 2 Persons
—That's Louisville's Average
Louisvillians must like to talk to each other.
The city has 172,267 telephones in service. That's almost one phone to every two Louisvillians.
rest of the world is one for every 65 persons.
Kentucky has 491,395 phones, or about one for every six persons.
CROSSWORD PUZZLE
all the data
isn't in the
data books!

ASK NBC SPOT SALES, FOR THE REST OF THE DATA!

WAVE
WAVE-TV
IN LOUISVILLE

dollar expenditure, Audimeter figures also enable radio-tv advertisers to achieve maximum sales to this audience by (1) selecting proper programs to reach the best prospects for the product, (2) indicating what coverage of the market is adequate, (3) spotting commercials at the high points of the program, (4) and distributing commercials skillfully thoughout the program to reach all listeners at least once, Mr. Matthews said.

He said information in future Nielsen reports would be given in homes, not percentages.

Tv Market Potential $10 per Set—Doherty

TV STATIONS may estimate the composite television market revenue potential for all stations in their market at about $10.25 per set, Richard P. Doherty, management consultant and former NARTB vice president, said Wednesday in an address to the New England Radio & Television Executives Club in Boston. The average market revenue per set tends to increase with the advent of a second, third or fourth station, he said.

Mr. Doherty, in discussing the profile of the average television station, said the total annual vhf station revenue runs at over 100% of total capital investment, whereas uhf stations as a group average appreciably below this ratio.

There is a wide divergence in station dimensions, with more than 360 on the air, he noted, calling his profiles "common prevalency rather than a mathematical norm."

Mr. Doherty added these typical traits of tv stations: Average staff ranges from 55 to 65; largest staff area is technical, about 40%, with programming a third though programming accounts for more than one-third of total payroll; employe compensation (exclusive of talent costs) absorbs 41% of total operating costs; staff payrolls average close to $5,000 per employe per year for older stations, $4,500 for newer stations.

The typical station operating at a profit makes between 27% and 30% margin of profit (before taxes) on its total station revenue, he said. Fixed capital throughout the industry is being depreciated over a six-year period at the composite rate of about 16% with this depreciation item varying from 9% to 15% of total operating costs.

About a fourth of station income comes from network payments, he said, with a third from national spot and local sales, and the balance from production and other services. Locally originated film programs, filling 27-30% of network affiliate station schedule and 60% of non-network outlet, absorb about 10% of the affiliate's operating cost, he said.

Population: 161,100,000

POPULATION of U. S. (including armed forces overseas) increased from 151,132,000 in April 1950 to 161,100,000 on Jan. 1, 1954, according to Census Bureau estimates. This represents a gain of 9,968,000, or 6.6% in four years. Population growth in 1953 was estimated at 2.7 million, or a 1.7% increase. The gain has been stable for several years, ranging between 2.5 and 2.7 million, or an annual rate of around 1.7%. The year 1953 was the seventh in succession in which births exceeded 3.5 million. Mortality rate continued low, around 9.6 deaths per 1,000 population, with 1.5 million deaths in 1953.

ANA AIMS FOR ATTENDANCE RECORD AS SPRING MEET OPENS WEDNESDAY

Assn. of National Advertisers expects 500 delegates at Hot Springs, Va., sessions. Tv will attract less attention from delegates.

ANNUAL spring meeting of the Assn. of National Advertisers, opening Wednesday at The Homestead, Hot Springs, Va., will run near the 500 mark, possibly setting an alltime record, it was learned Friday at ANA's New York headquarters.

For the first time in several years the association's program will not place heavy emphasis on the high cost of television as well as techniques of using the visual medium. The programming format puts tv on the same plane as other advertising media, with the ANA members less inclined to treat it as a spectacular device.

Minor change in the ANA program [B•T, March 8] is placing of a film, "Changing American Markets," on the Friday schedule. It will be shown at a breakfast session under sponsorship of *Fortune* magazine.

Principal television talk will be delivered by Robert L. Foreman, BBDO vice president in charge of tv, whose subject is "Tv Commercials Which Sell and Also Appeal to the Viewers' Intelligence."

ANA's meetings will be in charge of Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co. and ANA board chairman (see OUR RESPECTS sketch of Mr. Donaldson, page 28). Handling convention arrangements for ANA are Paul B. West, association president; Cy Norton and M. L. McElroy, vice presidents; Peter W. Allport, secretary, and John Balch, press relations director.

Opening Session Speakers

Speakers at the opening session Wednesday on advertising management and planning include George B. Park, advertising and sales promotion manager, Marketing Services Div., General Electric Co., as chairman and keynoter; Walter C. Ayers, executive vice president, Brooke, Smith, French & Dorrance, on advertising's place in a shifting economy; Frank W. Mansfield, director of sales research, Sylvania Electric Products, on ad budgeting for profit; S. J. Caraher, advertising controls manager, E. I. du Pont de Nemours & Co., on cost control; Alfred Politz, president of Alfred Politz Research, on ways to increase advertising's sales power.

Effective ways of using advertising in campaign planning will be discussed by E. G. Gerbic, vice president, Johnson & Johnson; Robert E. Healy, vice president, McCann-Erickson, and Ralph Winslow, public relations director of Koppers Co.

Ford Motor Co. will show its Cinemascope dealer presentation, first commercial use of the widescreen technique, to open the Thursday program. Speakers at sessions based on execution and follow-through of advertising plans, will be Russell G. Partridge, advertising manager, United Fruit Co., and George J. Abrams, advertising manager, Block Drug Co.; Esther Foley, home service director, *True Story* magazine, and David P. Crane, director of media coordination, Benton & Bowles. Mr. Bowles will discuss media selection in the light of changing market conditions.

Thursday afternoon speakers include R. Richard Carlier, director of advertising and sales promotion, Bigelow-Sanford Carpet Co.; Arthur Diamond, advertising manager, H. J. Heinz Co., and Arthur L. Scaife, sales planning manager, General Electric Co. Mr. Abrams will be chairman for a consumer durable products discussion; Mr. Winslow, for industrial and technical products, and Lauren K. Hagaman, director of advertising and sales promotion, Congoleum Nairn, for consumers durable goods. Special group meetings will be held Friday, with Mr. Donaldson presiding at a session on public confidence in advertising. Mr. Foreman will speak at this session along with David Ogilvy, president of Hewitt, Ogilvy, Benson & Mather.

Gordon Kinney, Advertising Council director of tv and radio, will speak at a session on "The Future of America." His topic will be, "Stop Wasting Your Time—A New Approach to Your Public Servic Copy." William G. Power, advertising manager of Chevrolet Motor Div. of General Motors, will cite ideas from Chevrolet's sales techniques. Dr. Gabriel Hauge, administrative assistant to President Eisenhower, will discuss the Administration's tax program at the Friday luncheon. Special group meetings on chemical, oil and export advertising will be held Friday afternoon.

Animated Commercials Economical—Bemillers

ANIMATED tv commercials, when pro-rated over their period of use, have proven themselves the most economical method of tv advertising, Richard T., Robert H. and Ted C. Bemiller, partners in Bemiller Productions, Hollywood film production firm, told the first convention of the National Federation of Advertising Agencies in Los Angeles March 5.

Beside economy, the Bemiller brothers cited tv animation as the most effective way to gain and hold consumer interest. Recent NBC-TV surveys reveal viewers enjoyed such commercials most and purchased products most readily when so advertised, they said.

As an added advantage, filmed commercials were not liable to embarrassing slip-ups before the viewing public, which could happen on live tv when products or machines fail.

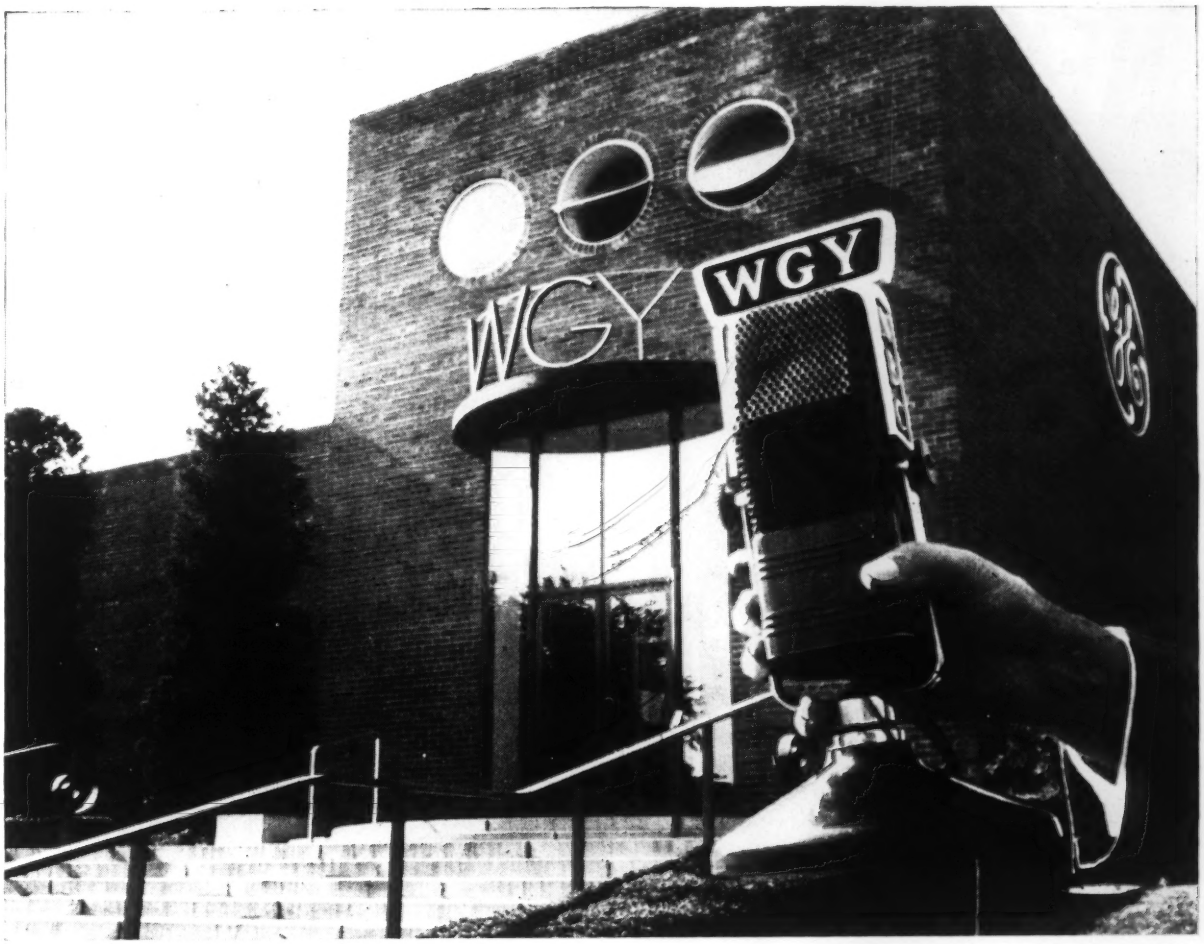
Bemiller Productions has developed a new technique to reduce animation costs up to 25%, details of which were not revealed to NFAA delegates because of pending patents.

NARTB Membership Drive Gets Underway

NARTB membership campaign got underway in the field last week as Henry B. Clay, KWKH Shreveport, La., Dist. 6 director and chairman of the Membership Committee, announced appointment of 134 committee members who will personally contact stations in their areas.

Committeemen in the 17 NARTB districts were named by district directors. They will report to William K. Treynor, NARTB Station Relations Dept. manager. The campaign, running to May 8, was approved by the association's board at its January meeting.

Members of the permanent NARTB Membership Committee, besides Chairman Clay, are Richard M. Brown, KPOJ Portland, Ore.; John H. DeWitt Jr., WSM Nashville; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Ward L. Quaal, WLWT (TV) Cincinnati, and Jack Todd, KAKE Wichita, Kan.



Care to say a few words?

At a loss for words? Many people are when confronted by a microphone. But don't let it throw you. The audience waiting for your voice has been listening to WGY for 32 years. They've grown up with WGY and have come to look on us as their neighbor. They're not overly critical. They're friends. But what an audience! They're the families of the factory workers and executives of Northeastern New York and Western New England's teeming industrial areas. They're the suburbanites and farmers of the rolling countryside through 53 counties of four states. They're the people at home, in their cars, vacationing throughout one of the most influential markets in the country—a market with a buying power greater than that of 31 states in the Union. They're 878,130 radio families who turn regularly to WGY. But don't let it throw you. We're all neighbors. They're waiting to hear your message. So . . .

WGY

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Company

NEW YORK— BOSTON— CHICAGO — DETROIT— SAN FRANCISCO

NEW! You can't miss with an

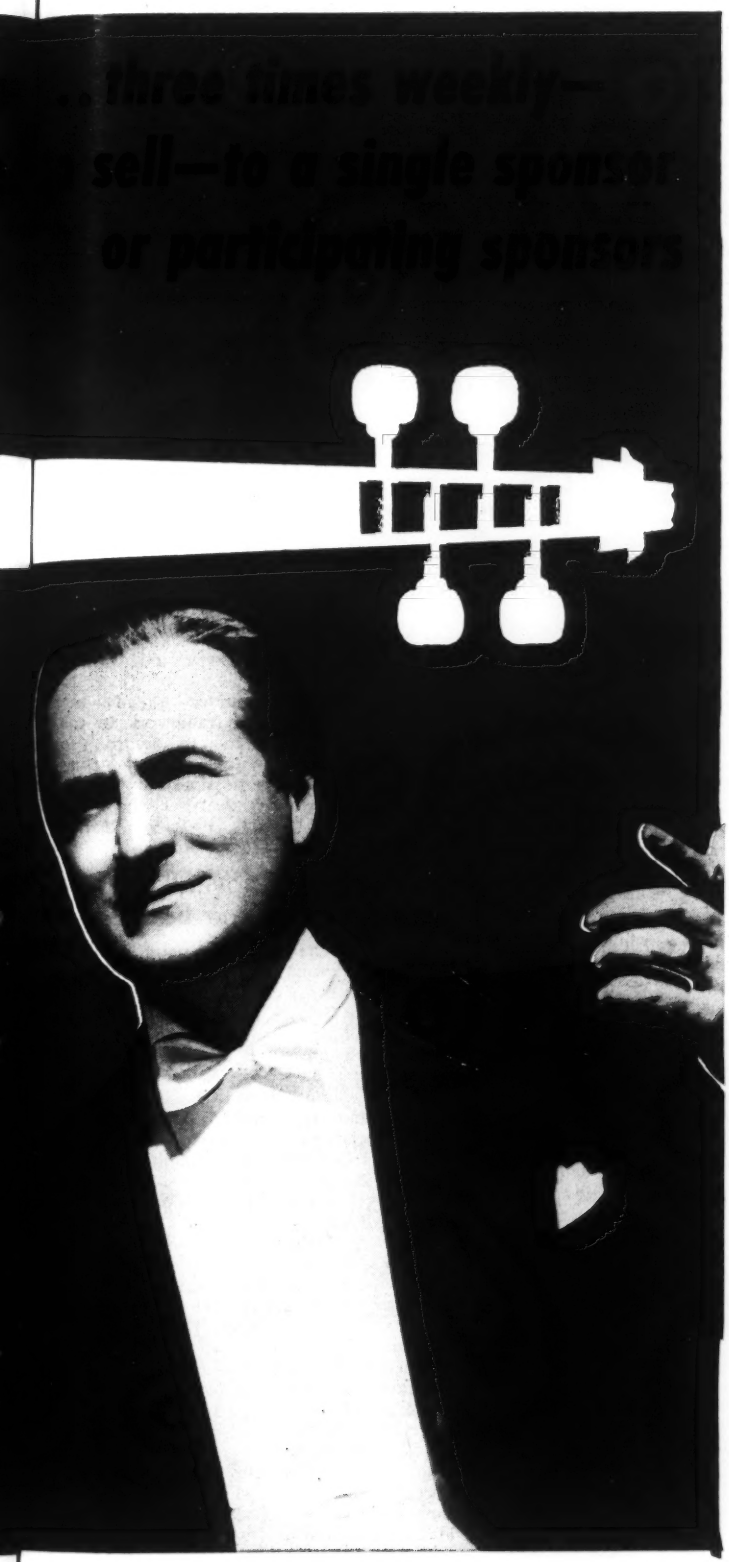
A new quarter-hour show designe

THE MELACHRINO MUSICALE

Music in a Mellow Mood

starring
George Melachrino
and
THE MELACHRINO ORCHESTRA AND STRINGS

RCA Thesaurus show like this!



Make money with The Melachrino Musicale . . .

THREE WAYS TO SELL IT!

1. As a BIG-NAME SHOW for a single sponsor*

THE MELACHRINO MUSICALE with its smooth strings and restful, full bodied orchestrations really appeals to hard-to-please sponsors. Tremendously popular, Melachrino's famous music makes THE MELACHRINO MUSICALE easy to sell. And here's an important extra—THE MELACHRINO MUSICALE brings to your audience *performances they have never heard before!*

2. For PARTICIPATING Sponsorship*

Get premium rates for preferred announcement positions when you sell THE MELACHRINO MUSICALE to participating sponsors. Specially tailored scripts provide for as many as 4 sponsors per quarter-hour segment.

3. For ADDITIONAL sponsor time sales

A Thesaurus first! Sample scripted commercials, covering many local sponsor categories, provide the means to sell additional sponsor time. They show how the distinctive flavor and relaxed atmosphere of MELACHRINO'S music can be associated with sponsors' commercials. This helps sell more time!

Any way you sell it, you get:

Voice tracks by George Melachrino, the host of your show. He opens and closes the show, makes lead-in, pre-broadcast and on-the-air audience promotion breaks.

IMPORTANT—Weekly scripts for single or participating sponsorship, plus special audition disk that enables you to present it to a single sponsor or as a participating sponsorship show.

SELL ANY OF THESE THESAURUS SHOWS AND YOUR LIBRARY PAYS ITS OWN WAY!

Phil Spitalny's "Hour of Charm"
"Date In Hollywood" (Eddie Fisher and Gloria De Haven)
"Music Hall Varieties" (Joe E. Howard and Beatrice Kay)
"Hank Snow and his Rainbow Ranch Boys"
"The Sammy Kaye Show"
"The Freddy Martin Show"
"Music by Roth"
"The Wayne King Serenade"

And many more—complete with sponsor-selling brochure, audience-building promotion kit, sales-clinching audition disk.

Write, wire, phone today: Department B-3

RCA recorded program services

TMKS®

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

630 Fifth Avenue, New York 20, N. Y.—JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill.—WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOllywood 4-5171
522 Forsyth Bldg., Atlanta 3, Ga.—LAmar 7703
1907 McKinney Ave., Dallas 1, Tex.—RIverside 1371

BARTLEY STRESSES BROADCASTERS' DUTIES

Commissioner tells Oklahoma radio-tv conference he is concerned over investors who want to make money from broadcasting without assuming responsibilities.

FCC COMR. Robert T. Bartley told members of the twelfth annual radio-tv conference at the U. of Oklahoma that he is concerned about an increasing tendency of investors trying to make money from broadcasting without assuming its responsibilities.

Speaking March 5 at a dinner which climaxed the three-day meet, Mr. Bartley reminded the group of broadcasters, educators and students that "a license is not being granted to them for the sole purpose of financial gain," but that they "obligate themselves primarily to render a service to the public."

The Commissioner delivered a comprehensive review of the roles of Congress, the FCC and the broadcaster in the American system of broadcasting. He rejected the notion that the Commission is merely a "traffic cop" preventing interwavelength interference. Mr. Bartley referred to a Supreme Court decision which stated that the Communications Act does not restrict FCC to supervision of the traffic, but also requires the Commission to determine the composition of that traffic.

No Objection to Profits

He made it clear he had no objection to profits. "Indeed, without the profit motive to bring about this public service, the very freedom we enjoy would be demolished through government subsidy and control, a form of monopoly essential to totalitarianism," he commented.

Comr. Bartley said he is a strong advocate of integration of ownership, day-to-day station operation, and local ownership. He believes FCC's multiple ownership and duopoly rules are serving as "effective bars to widespread infiltration of broadcasting by professional investor groups."

Comr. Bartley was one of two conference guests from the Nation's Capital, the other being Robert K. Richards, NARTB administrative vice president. He pointed out the importance of radio in television areas, and asserted that broadcasters should not presume what kinds of programs people want, but should actually find out from them. [AT DEADLINE, March 8.]

The two Washington speakers were among a group of over thirty commercial and educational broadcast leaders from the southwest who held sessions on career opportunities, announcing, persuasion, public service, adult education, station operation, time selling, commercial copy writing, radio-tv competition, advertising, and television art.

Frank S. Lane, KRMG Tulsa, cited statistics indicating there is still room for radio and television. He said radio is here to stay, largely because it doesn't require the concentration that tv does. Mr. Lane said it is up to broadcasters to give radio listeners what they can't get on television.

Everyone who really goes after sales can have a profitable year in 1954, according to D. C. Sperry, Oklahoma Tire and Supply Co. advertising director. He named "media merchandising" as the missing link in today's radio-tv advertising. He recommended that media follow through each account with publicity, research and increased knowledge of the advertiser's business in order to see if the advertiser is getting his money's worth.

The U. of Oklahoma, host school for the conference, shared honors with Louisiana Polytechnic Institute and John Brown U., Arkansas, in the demonstrations of school broadcasting. Dr. Sherman P. Lawton, Oklahoma U. coordinator of broadcasting instruction, presented ratings of "excellent" and "merit" for original plays, adaptations, discussion, sportscasting, news delivery, commercial copy writing, and announcing.

Dr. Harry M. Lyle was in charge of this year's conference.

Suh!

The South

is

Rising Again!

see pages 63-64

Popular Prizewinner

ELIZABETH (BETSY) EVANS' reading of her Voice of Democracy prizewinning essay during the March 1 simulcast of *Voice of Firestone* on NBC-AM-TV drew more than 100,000 requests for copies of the essay, "I Speak for Democracy," and led the network to schedule a repeat performance by the 16-year-old Akron high school junior on the March 29 program, NBC said last week. The 100,000-plus requests for copies came within five days after the March 1 simulcast, NBC reported, adding that many requests came from educators wishing to use the text in their classes, others from judges wishing to quote it in their dealings with juvenile delinquents, and one from a man who said hearing the essay had led him to adandon suicide plans. Miss Evans was one of four national winners in the Voice of Democracy contest, sponsored by NARTB, RETMA, and the Junior Chamber of Commerce.

NCAA Plans K. C. Meet To Discuss Fall Grid Tv

NATIONAL Collegiate Athletic Assn. plans to meet in Kansas City later this month, possibly this week, to formulate a plan which will govern telecasting of member college football games next fall.

Asa S. Bushnell, NCAA tv director, told B•T in New York last Thursday a definite date for a meeting has not been determined but committee members are being canvassed to select a date convenient to all. At that time, he said, the committee will consider all proposals made at hearings in New York Feb. 22-24.

Mr. Bushnell said the recommendation of the Big Ten athletic conference, which favors telecasting of games on a regional basis, will be considered along with other proposals. Spokesmen for this conference on March 5 had released to the news wire services a telegram sent to Mr. Bushnell espousing its proposal and hinting at an "or else" attitude. The next day Commissioner Kenneth L. (Tug) Wilson wired Mr. Bushnell that no such interpretation was intended in the Big Ten's earlier statement.

In contrast to the NCAA policy for one nationally televised football contest each Saturday, the Big Ten proposed a regional plan under which (1) a game could be telecast by stations in the game's actual playing area, with a limitation of one home and one road tv appearance on each team or (2) games before the last weekend in September and the weekend preceding Thanksgiving Day could be televised by stations in and out of the actual playing area of the teams, with a limitation of one appearance per team.

The effect of this proposal would be that certain regional telecasts would replace one network pickup each Saturday during the nine-week period in each designated geographical region and limit national tv to early September and after Thanksgiving Day.

Schools could line up their own tv sponsors within their respective conferences, with advertisers designating or passing approval on games to be carried. The NCAA itself is divided geographically into eight districts, with directors sitting in for eastern and western small colleges.

The NCAA Tv Committee already has dedicated itself, within the framework of the new NCAA resolution for tv control, to spreading its national football telecasts to as many member schools as possible but with an eye on the desires of any advertiser who might pick up the network rights [B•T, Feb. 15].

Judicature Group May Try Easing Court Media Bans

JOINT effort by the courts and news media to ease court bans on coverage of trials, including radio and tv, is being considered by the American Judicature Society following its March 6 meeting in Atlanta.

The idea was proposed by Judge Philbrick McCoy, Superior Court of California, in a discussion with N. R. Howard, editor of the *Cleveland News*. The society would work with American Society of Newspaper Editors, under his proposal. Carl Rix, of Milwaukee, former president of American Bar Assn., suggested the problem go to the law research center being set up by ABA.

Mr. Howard criticized the power of a judge to be master over contempt actions in his court, serving as both complainant and arbiter, and cited abuses of this power. He said television scientists soon may have equipment that can operate unnoticed through an aperture in a wall or ceiling. He added that many court rules and statutes fail to "allow for the onrush of scientific invention."

Judge McCoy emphasized trials must be conducted for the benefit of society, with rights of individuals protected. He said judicial proceedings require the undivided attention of all participants and this attention should not be divided by attention to a broadcast audience.

At issue in the discussion was the ABA Canon 35 which bans broadcasts and photographs of court proceedings as degrading and liable to create misconceptions.

The wheel that pays off in Reno!

(Reno, Texas, we mean)

Reno likes the wheel that's set for a sure pay-off. Day in, day out Linn Sheldon, "The Money Man", spins WFAA-TV's wheel-of-fortune—and starts telephone and cash register bells ringing.

There's fun for all and money for many on the Money Man show. Between 'phone calls, the sing-song team of Ted Stanford and Claire Stewart rack up "top stake" music with the Ray Plagens Cold Cash Quintet. Popularity of the Money Man is well known to the mail man—he recently delivered 1200 cards and letters in one day!

In DALLAS-Fort Worth you parlay your advertising dollar into quite a pay-off—when you play the wheel of the Money Man. Ask a Petry man to place your blue chips on Channel Number 8.

**Always bigger and better, Texas has two Renos —one in Parker County, one in Lamar County— both in the WFAA-TV picture.*

Today's crowd: 320,500 TV Homes

Channel **8**

WFAA-TV

DALLAS—Ft. Worth

NBC • ABC • DuMONT

RALPH NIMMONS, Station Manager

EDWARD PETRY & CO., National Representative

Television Service of The Dallas Morning News

NARTB's Fellows Urges Faith in Advertising

THE NATION is experiencing a shortage of advertising despite 2,500 am radio stations, 380 tv stations and 11,468 newspapers, NARTB President Harold E. Fellows said Friday in an address to the Seattle Chamber of Commerce.

Speaking on the topic "Tomorrow, Sell It Today," Mr. Fellows said advertising expenditures totaled nearly $8 billion last year. Pointing to the nation's growth and potential, he warned that the "greatest peril to free media is not the loss of popular faith in them, but the loss of popular faith in the advertising which supports them. As businessmen and media men we can contribute to such loss of faith in advertising by taking the tack that the competition is no good, which immediately arouses suspicions about our own innate worth; or by juggling prices at the lifting of an eyebrow which immediately conjures hopeful visions of just how far one might go under duress.

"We can contribute to loss of faith in advertising by using bad taste in advertising, by blatancy, suggestiveness, endless repetition, and by other innumerable methods which insult the intelligence of consumers."

To strengthen advertising, Mr. Fellows said, business ethics should be conducted on a high plane, inspiring confidence.

In an address to the San Francisco Ad Club Wednesday he said the American buying public must have its attention redirected to the value of good merchandise backed by a good name. He cited results of the Politz study showing the impact of radio on the public.

Overseas Press Club Names Awards Nominees

NAMES of nominees for 1953-54 awards of the Overseas Press Club were announced last week. Presentation of awards will be made at the club's 15th annual dinner at the Waldorf-Astoria Hotel in New York on March 29.

The awards committee announced that no nomination was made this year for the George Polk Memorial Award because of "the lack of suitable candidates." Other classifications and nominees were as follows:

"Best consistent radio reporting from abroad," Frank Burgholzer, NBC; John Rich, NBC; David Schoenbrun, CBS, and Howard K. Smith, CBS; "best consistent television presentation of foreign affairs," John Daly, ABC; Douglas Edwards, CBS; Edward R. Murrow, CBS, and John Cameron Swayze, NBC; "best radio interpretation of foreign affairs," Martin Agronsky, ABC; Erwin D. Canham, ABC; Elmer Davis, ABC; Pauline Frederick, NBC; H. V. Kaltenborn, NBC, and Eric Sevareid, CBS; "best photographic reporting from abroad on foreign affairs," Gary Stindt, NBC; David Cicero, INS; Michael Rougier and Howard Sochurek, *Life*.

Practices Committee Appointed by FCBA

APPOINTMENT of members of the Committee on Practices & Procedures of the Federal Communications Bar Assn. was announced last week by Vincent B. Welch, president.

William A. Koplovitz is chairman of the broadcast subcommittee and Donald C. Beelar is chairman of the non-broadcast subcommittee. Both are co-chairmen of the full committee.

Serving with Mr. Koplovitz on the broadcast subcommittee are: Thad H. Brown, Stanley Cohen, Ben P. Cottone, Thomas N. Dowd, Henry G. Fischer, Ben C. Fisher, Robert L. Heald, James A. McKenna Jr. and Thomas W. Wilson.

Serving with Mr. Beeler on the non-broadcast subcommittee are: Wayne E. Babler, Omar L. Crook, Joseph E. Keller, James A. Kennedy, Daryal A. Myse, E. Stratford Smith, Abe L. Stein, William Wendt and Jack Werner.

In addition to Messrs. Koplovitz and Beelar, the following are members of the full commitee: Messrs. Brown and Fischer, representing the broadcast subcommittee, and Messrs. Keller and Smith, representing the non-broadcast subcommittee. William A. Dempsey was appointed executive committeeman to act as liaison with the Practices & Procedures Committee.

Radio Engineers Readied For Record-Breaking Meet

RECORD-BREAKING attendance of 40,000 electronics engineers and scientists is anticipated at the 1954 convention of the Institute of Radio Engineers, March 22-25 in New York. A program of 243 technical papers will be presented in 51 sessions, divided among the Waldorf-Astoria and Shelton Hotels and the Kingsbridge Armory. The armory will also house an expanded radio engineering show of 604 exhibits of all types of electronics apparatus.

Wednesday sessions on broadcast transmission systems, this year concentrating on tv with the afternoon meeting devoted entirely to colorcasting, will be the highlight for broadcast engineers, but they will find much of interest on other days, when broadcast receivers, high fidelity, facsimile and similar topics will be discussed. The convention papers cover the complete range of technical interest, from engineering based on human biological design to engineering management and nuclear science.

Film, Recording Exhibits Planned for NARTB Meet

DISPLAY rooms on the seventh floor of the Palmer House, Chicago, are being assigned for exhibitors of film, recording and transcription apparatus and services, according to C. E. Arney Jr., NARTB secretary-treasurer and convention manager, and Arthur C. Stringer, exhibit manager. The convention will be held the week of May 23.

Space in the main Exposition Hall of the hotel, where transmitters, power plants, lighting and film equipment and other heavy gear will be on display, has been assigned.

Seventh floor space has been assigned thus far to ABC Film Syndication Division, CBS Television Film Sales, Guild Films Co., Harriscope Inc., Harry S. Goodman Productions, Lang-Worth Feature Programs, Motion Pictures for Television, NBC Film Division, Official Films, RCA Recorded Program Services, RadiOzark Enterprises, SESAC, Screen Gems, Sterling Television Co., Television Programs of America, United Television Programs, Unity Television Corp., World Broadcasting System, Frederic W. Ziv Co., and Ziv Television Programs.

Hi-Fi Fair Draws 30,000

HI-FI FAIR staged over the March 5-7 weekend by WGMS Washington [B•T, March 1], drew 30,000 registrants, according to M. Robert Rogers, station president. Mr. Rogers said the attendance compared with 20,000 registered at the New York Fair last autumn.

Mr. Rogers and Dan R. Cavlier, WGMS vice president who managed the fair, said the event would be repeated next year.

'54 BMI CLINICS BEGIN WITH 7 CITIES

Traveling and local speakers survey a number of subjects in BMI meetings in Albuquerque, Austin, Phoenix, Los Angeles, New Orleans, Jackson, Miss. and San Francisco.

THE 1954 round of BMI program clinics got into full swing last week with sessions in Albuquerque and Austin on Monday; Phoenix on Tuesday; Los Angeles and New Orleans on Wednesday, and Jackson, Miss. and San Francisco on Friday.

In the clinics, groups of speakers working in teams, augmented by local speakers, surveyed a wide range of subjects, including impact of local news, importance of the preparation and delivery of copy, improvement of public service programs, the roles of women's programs, various types of music, program and station promotion, the value of developing local station personalities, etc.

The importance of music—and of building music shows carefully—was stressed by Dick Campbell, WDVA Danville, Va., in talks at the Austin, New Orleans, and Jackson sessions. Tom Wallace Jr., KTKT Tucson, stressed the need for "pacing" musical selections, following a "sweet number" by a "bouncy number," at the Tucson clinic, while Cliff Gill, KBIG Los Angeles, told the San Francisco meeting that his station, seeking to appeal to the majority of listeners, selected numbers that are "easy listening, commercial, middle-of-the-road music," using the rule-of-thumb that "if you can't sing it, hum it, whistle it, or tap your foot to it, don't play it."

Surveying the value of news shows, R. C. Embry, WITH Baltimore, who spoke at the Austin, New Orleans and Jackson clinics, stressed local news as a strong audience-getter, and Ray Livesay, WLBH Mattoon and WHOW Clinton, Ill., took much the same tack in talks at Albuquerque, Phoenix, Los Angeles and San Francisco. Edwin H. James, senior editor of B•T, spoke at the luncheon sessions in these four cities, discussing recent pro-radio comments by advertising leaders as compared to the pessimistic talk of three years ago. The importance of careful preparation of all copy was pointed up by Karl O. Wyler, KTSM El Paso, at the Albuquerque meeting.

Ruth Ashton, KNX Los Angeles, using the theme that "Radio, too, Underestimates the Women," told the Los Angeles clinic that "the first step toward planning more solidly would be just recognizing that your woman audience is more intelligent than you might think," and that "women are tired of drudgery and feeling left out in whatever degree, and radio can help fill the void—or, to put it another way, radio can capitalize on it."

Scoffs at Radio Eulogies

William Kaland, WNEW New York, scoffed at the "greater lights" who "buried radio" two years ago. Speaking at Albuquerque, Phoenix, Los Angeles and San Francisco, he said: "I remember coming back to WNEW and telling everyone of the funeral. Well, the people there were amazed. Not only weren't they aware that radio was dead, they didn't know that it was even sick; and when we took radio's pulse, we thought that it never was as healthy."

Integration of station with community was emphasized by Paul McEvoy, KSWS Roswell, N. M., at the Albuquerque clinic: "It is much

Here's the lowdown on the Higher ups in *New Orleans* Negro Ratings !

HOOPER
July to September

WBOK
FIRST
in
22
out of
24
QUARTER HOURS

During its Negro Programming opposite the all-Negro Station.

With an average rating of more than 56% higher than the all-Negro Station. WBOK maintains its lead in results for advertisers. Proving again that personalities and good programming attracts more listener loyalty.

Flash! February Hooper morning ratings, 7:00 to 12:00 Noon, shows WBOK the Second station of the 11 stations in New Orleans. That is its major Negro programming period.

HOOPER
October to December

WBOK
FIRST
in
20
out of
26
QUARTER HOURS

During its Negro Programming opposite the all-Negro Station.

63.6% higher than the all-Negro station in listener loyalty. WBOK carries more national advertising than all 6 other independents combined and more national advertising by 3 times of the all-Negro station. Proof that results attract smart advertising buyers.

Flash! The most recent all-Negro rating shows that WBOK's Sweet Chariot, the all-Negro Spiritual Program, beats the all-Negro Station in all but two of its quarter hours.

TRENDEX
November 1953

WBOK
FIRST
in
19
out of
22
QUARTER HOURS

During its Negro Programming opposite the all-Negro Station.

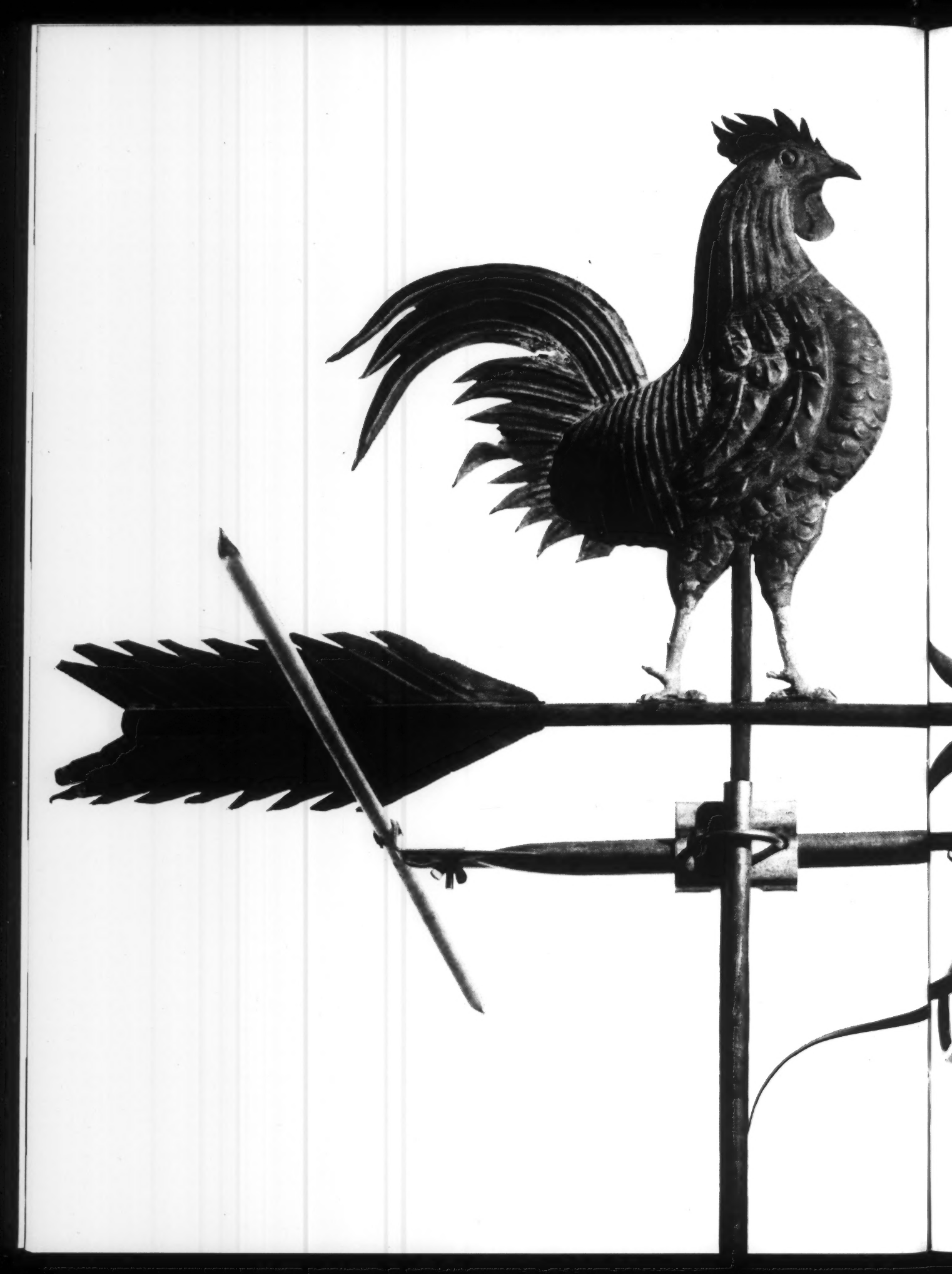
Out of 22 quarter hours the all-Negro Station shows no measurable listeners during 13 of the quarter hours while WBOK shows only two such ratings during equal Negro programming periods. Proof positive that listeners prefer the personality and entertainment of superior programming of WBOK.

Flash! By every measure, WBOK has consistently delivered more listeners per dollar for its advertisers in its coverage area than any other New Orleans station.

National Rep. Forjoe & Company

THE OK GROUP
WBOK New Orleans, La. KAOK Lake Charles, La.
WXOK Baton Rouge, La. KYOK Houston, Tex.

WBOK DIAL 800 IN NEW ORLEANS



THE MORNING SHOW

7 to 9 am
Monday through Friday

No other program in network television will match this show in flexibility and economy.

It will open network television to budgets of all sizes, fit every sales calendar.

It will cover markets with almost 80% of all television homes—*at an over-all price (time and talent) that's the lowest in all television.*

It will be available in 20 segments per day—daily, weekly, monthly, or as a single insertion.

With all these advantages, a sponsor will have the easy, powerful lift of personalized selling. Walter Cronkite, host, will present news of your product—and, with Charles Collingwood, the news of the world...and of sports, plays, books, and movies...with the forecast of the weather, the exact time, popular music.

So get an early start on "The Morning Show"—and watch your sales curve rise and shine.

CBS TELEVISION

easier, I concede, to play records or to plug in the network. However, to be an integral part of the community the radio station must actually be a part of the community . . . Report the news, have a strong local news section, be members of civic clubs, be interested in the many, many worthwhile activities of the community . . . Be an actual and important part of the community."

Dierrell Hamm, KANE New Iberia, La., addressing the clinic at New Orleans, played up the "very close relationship between your programming and your audience." People listen not to the station, but to the program it presents, he asserted, calling for "more and more intense thinking, program-wise . . . We in radio have greatly underestimated the power of radio, and, sadly to say, a great many of us today are still underestimating its power."

Wayne Phelps, KALG Alamogordo, N. M., who spoke at Austin, New Orleans, and Jackson, urged broadcasters to make neighbors of listeners. "If I could capsule my subject into a pinpoint phrase," he declared, "I would say: 'Say it with music,' 'Use more local names,' to make neighbors of your listeners."

Discussing promotion at the Albuquerque, Phoenix, Los Angeles, and San Francisco clinics, William Rea Jr., CKNW New Westminster, B. C., said, "The one form of promotion we all overlook is the one that costs us nothing and is best of all"—the station's own facilities. "If your cash budget is limited, you could do a whopping good job of promotion of audience and of sales for your sponsors if you will make darn good use of your own facilities," he said.

PUBLISHERS PERMIT TV PRE-RECORDING

Most music publishers have replied affirmatively to networks' letter, permitting pre-recording of network shows on same basis as kinescopes.

MOVE to permit networks to pre-record on film tv programs for subsequent one-time use on same basis that has previously prevailed for kinescopes of network "live" telecasts for delayed use by affiliate stations has been accepted by many music publishers, with only a few holdouts, it was learned reliably last week. Industry attorneys described as "exaggerated and untrue" reports in the amusement press that a publishers' revolt was forming over an ASCAP-network deal.

Facts are these: ASCAP licenses only the performing rights to the music of its members; the recording rights are licensed by the copyright owners independently of ASCAP.

The recording fees which the publishers might lose by granting these gratis pre-recording rights amount to very little. Fees of $25, $50 and $100 are common, with some rare cases of payment as high as $250 and many more instances of the right given without charge by the publisher who wants his tune performed on tv, it was said. One major tv network's payments for the full year of 1953 totaled only $12,000 —in comparison to the millions paid to ASCAP (and distributed back to ASCAP's members) for the right to perform this music on tv.

In radio, the standard network-publisher contracts call for payment of pre-broadcast recording fees of 25 cents per station per composition for non-production numbers and 50 cents per station per composition for production numbers (show tunes), but in each case with the stipulation that in no case shall the fee exceed $7.50.

CLEAR CHANNEL PROTECTION INCREASED BY FCC PROPOSAL

Moving toward completion of its seven-year-old daytime skywave case, FCC proposes protection measures for the U.S. clears from interference from secondary stations on those channels during two-hour periods after sunrise and before sunset. Daytime Class II stations would not be affected 'at this time,' but fulltime Class IIs and some I-Bs would be modified.

GREATER protection for Class I clear channel stations in the U. S. appeared in prospect last week as the FCC stepped nearer conclusion of its seven-year-old daytime skywave case. It issued a proposed report and order to amend its rules and standards to provide protection and proposed a rule-making proceeding to implement such protection by the existing secondary stations on those channels—principally Class IIs, but including some I-Bs.

Affirming that basic allocation policy must be left for review in the even older and even less complete clear channel proceeding, the Commission announced a proposed report and order which would:

• Recognize that the secondary stations on clear channels cause varying degrees of objectionable interference to the dominant Class I outlets in the two-hour periods after sunrise and before sunset.

• Revise the standard broadcast engineering standards and rules to provide for protection. To today's concepts of daytime and nighttime operations would be added a third, a "transitional" period for the two-hour transitions at sunrise and sunset.

Oral argument is to be held on the merits of this proposed report, FCC said, but no date was scheduled.

In its notice of further proposed rule-making, on which comments are due May 3, the Commission:

• Cited four categories of existing stations to which the proposed revision may be applicable. These are (a) Class II daytime-only stations; (b) Class II limited-time stations; (c) Class II unlimited time stations, and (d) Class I-B stations located eastward of the other I-B station on the channel and commencing nighttime operation at sunset at the westward I-B station.

• Indicated that with respect to existing Class II daytime-only stations "we do not propose at this time that these stations be required to comply with the proposed standards."

• Stated that existing Class II limited-time stations generally would not be affected "at this time," but that those limited outlets situated to the East of their dominant stations would have to cease operation at local sunset at the Class II station in lieu of the dominant station as heretofore. FCC said this latter condition up to now has been a "bonus hour operation" for the Class II outlet.

• Proposed to continue the seven-year freeze on processing of daytime-only and limited-time applications on the clear channel frequencies specified in Secs. 3.25(a) and (b) of the rules "in order not to prejudice the outcome of the clear channel proceeding."

• Revised the terms of the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-A channels, in view of the proposed changes in standards.

• Lifted the freeze upon applications for changes by existing daytime-only and limited-time stations on U. S. Class I-B channels, but cautioned them, however, "against extensive changes in antenna systems to meet the criteria here proposed since the decisions made in the clear channel proceeding may render useless antennas so designed."

The Commission's proposed report and notice was adopted by all Commissioners excepting Frieda B. Hennock, who dissented and issued a separate opinion.

In an order accompanying the notices, FCC turned down the petition filed a fortnight ago by Daytime Broadcasters Assn. which asked that the daytime skywave case be dropped or, in the alternative, clear channel stations be required to locate so that more efficient use is made of their channels in blanketing the country's "white" areas [B•T, March 1].

The Commission termed the requested relief "drastic" and involving policy considerations belonging instead in the clear channel case. To DBA's claim that daytime stations have grown from 60 in 1947 to more than 700 today, FCC said that because of its freeze on new daytime stations on the clear channels in 1947, the proceeding will affect no more daytimers today than it would have seven years ago.

NARBA Delay Noted

Delay in U. S. ratification of the 1950 North American Regional Broadcasting Agreement, which among other things would specify protection from interference to clear channel operations, FCC said, impelled the Commission last August to sever the daytime skywave case from the clear channel proceeding "to enable it to make a separate decision on the daytime skywave interference phase."

As to FCC's proposal at this time not to alter existing Class II daytime and limited-time stations, the report explained such stations "have no directional arrays designed to afford nighttime protection and it would appear to be impractical to require such arrays at this time in view of the pendency of the clear channel proceeding." FCC continued:

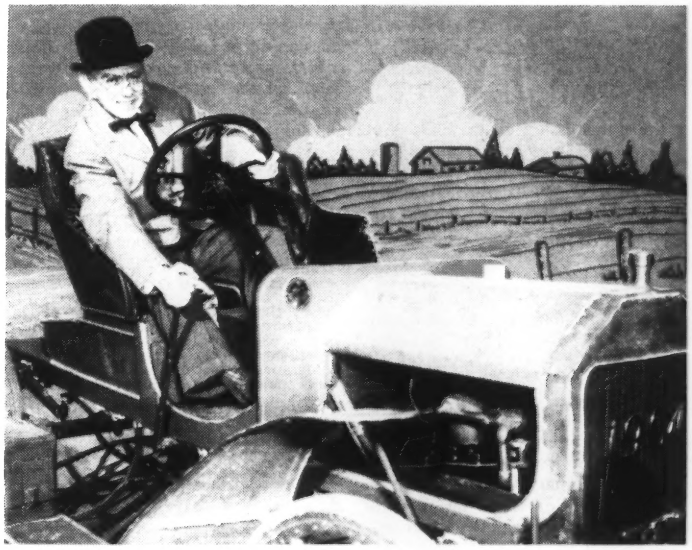
The alternative is either reduced power or cessation of operation during the transitional hours. But efficient operation during this period represents a substantial and important segment of the daytime-only broadcaster's activities. Authority to broadcast during the transitional hours was bestowed, under the original allocation scheme, in order to accord the daytime-only station an adequate daily period of operation.

Revision of that allocation determination involves policy judgments which we believe can be appropriately made only in the clear channel hearing. In view of that consideration, the disruption of broadcast service which would otherwise result, and the fact that the clear channel proceeding could have a marked effect on the status of the daytime-only and limited-time stations through possible changes in the Class I station allocation, we believe it is undesirable to make the permissible radiation standards here proposed applicable at this time to existing daytime-only and limited-time stations.

Reviewing the history and philosophy of am allocations since the late 1930s and origination of the clear channel and daytime skywave cases, the FCC report cited basic allocation objectives:

(1) To provide some service to all listeners or, what amounts to the same thing, to provide some service to all areas; (2) to provide as many services or program choices to as many listeners as

EDITOR BILL'S *Your Man!*



You bet he is! "Editor Bill," heard Monday through Friday at 9:55 P.M. with news of "50 Years Ago" is *your man* if you want to sell to the buying-minded folk of the KVOO market area! This great program has been on KVOO for two years, charming young and old alike with the still exciting news of 50 years ago. It's more than just entertainment—it's an historical review of Oklahoma's early days . . . of the Nation and the world in action 50 years ago.

Who listens? —just about everybody in Oklahoma's No. 1 Market, plus a lot of folk elsewhere in surrounding states.

How do we know?

In response to just 20 announcements Editor Bill received 3,454 requests for a reproduction of the front page of the "Guthrie Leader" dated November 16, 1907, the day Oklahoma became a State.

Get the full story and interesting price from KVOO or your nearest Edward Petry & Company office.

"50 Years Ago" delivers the courtly old charm of yesterday with the satisfyingly effective sales impact of Oklahoma's top radio voice of today.

"50 Years Ago" is a great program . . . a program to sell your product!

Oklahoma's Greatest Station for More than a Quarter of a Century

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

possible, and (3) to provide service of local origin to as many listeners as possible.

"With these objectives in view," FCC recalled, "the Commission classified the standard broadcast band of frequencies into classes of channels." FCC's interpretation continued:

Since 1938 this classification has comprised *clear channels* on which there are assigned relatively few stations, protected from interference to such an extent that their nighttime skywave renders valuable service over wide areas; and two other classes, *regional channels* and *local channels*, on which there are assigned numerous stations that are necessarily protected from interference to a degree insufficient to permit satisfactory wide-area service at night by means of skywave. The clear channels thus are designed primarily to provide service to all areas; the regional and local channels are designed to achieve the other two aims, i.e., provisions of the maximum number of facilities and local outlets.

Describing the transmission characteristics of an am station, the FCC report explained that "groundwave transmission is more restricted in its coverage but of a steadier nature than skywave transmission, which, being a reflected signal from the ionosphere (an imperfectly reflecting medium) reaches wider areas. To provide a good grade of skywave service over large areas requires a high power station with a tall antenna, and most important from the viewpoint of this proceeding, operation at night."

Little During Day

There is little skywave transmission during the day, hence the ability to allow secondary stations on the clear channels, FCC observed, but at night the great skywave range requires protection to the clear channel services.

But because the transition from day to night is gradual and radio paths involve great distances, the present proceeding was initiated to solve the interference problem in the transitional day-night periods, FCC said.

The report cited six years of FCC monitoring reports on the transitional interference problem and summarized the cases of WCKY Cincinnati and KOA Denver.

The WCKY case, no longer in effect, was described as an "example of the most severe interference" and "was caused by an operation formerly authorized on 1530 kc at Philadelphia."

WJMJ Philadelphia, now on 1540 kc with 1 kw daytime, originally had been granted 10 kw daytime directional on 1530 kc, WCKY's I-B channel.

The report said WCKY as a I-B outlet normally is protected during the day to its 0.1 mv/m groundwave contour by co-channel stations, but "the record reveals that at sunrise at Philadelphia, at which time the Class II station commenced operation, WCKY was limited to its 6.95 mv/m groundwave contour and thus suffered interference to about 96% of its normally protected service area, an hour later to its 1.68 mv/m contour or 87% of this area, two hours later to its 0.45 mv/m contour or 64% of the service area and that in the third hour interference within the 0.1 mv/m contour ceased until the approach of sunset."

The other example, termed one of many, was KOA Denver and KFUO, a limited-time station at Clayton, Mo. "Beginning at 2½ hours prior to sunset at Denver, interference to the groundwave service of KOA grows until at sign-off at Clayton, KOA is limited to its 2.8 mv/m groundwave contour or to approximately 80% of the area within its normally protected contour," FCC recited. Report's basic conclusions:

We have examined the interference shown and have concluded that Class I stations are not, in fact, receiving an adequate degree of protection from interference during the early morning and late afternoon hours in the light of our existing standard broadcast allocation theory. Here we wish to emphasize again that that theory condoned a certain degree of interference during the transitional period as necessary if the secondary Class II service was to be effectively promoted. But as demonstrated by the WCKY-Philadelphia case, the subject record does reveal that the interference during the transitional hours may reach such a point as to undermine seriously the operation of the Class I station during a fairly substantial and important segment of the broadcast period. As shown earlier, that type of operation is critical to the fulfillment of a major allocation objective, that of providing some service to all areas of the country. We therefore believe that the record supports a re-adjustment of the conflicting interests of the Class I and Class II services with respect to daytime skywave transmission so that the original and still applicable purpose of our allocation plan may be carried out.

It is to be stressed that it is that original purpose which controls here. For it would be obviously inappropriate in this proceeding to make any basic change in fundamental allocation policy. Changes as to the purpose and consequently, the over-all protection to be given the various classes of stations depends on the policy judgment to be made in the clear channel proceeding and therefore, can only be effected in that proceeding. Here we should point out that we recognize any revision of our present rules and standards to effectuate more fully our present allocation plan by taking into account new data available, may need further revision either of a slight or radical nature—depending on the extent of the basic changes made in the clear channel proceeding. In view of the present status of that proceeding and the pertinent policy considerations previously described, we believe that revision of the rules and standards with respect to daytime skywave transmission is clearly called for at this time, in spite of this possibility of further revision.

The question is presented whether we should amend the rules so as to afford greater protection from daytime skywave interference to all classes of stations. For it is clear that the ionosphere supports propagation regardless of the type of channel or the class of station operating thereon. We believe, however, that such protection should be accorded Class I stations only. We are persuaded to this limitation by several reasons: First, the record dealt to a large extent with interference to Class I stations; while it is clear that other stations suffer daytime skywave interference, there is no evidence in this record as to the seriousness of such interference. Further, the factor compelling the subject revision is the necessity of providing some service to all areas or people. The transmissions of Class I stations are not intended to be substantially or drastically limited by interference from other stations. On the other hand, it is intended by our present standards that Class II, III, and IV stations be limited by interference in order to accommodate the many assignments needed to afford multiple services and outlets for local expression.

Comr. Hennock opposed severance of daytime skywave from clear channel case and felt the daytime stations should be granted relief rather than the Class I's.

103% dividend on its FIRST year's income!

see pages 63-64

Mrs. Durr Subpoenaed

MRS. CLIFFORD DURR, wife of former FCC Comr. Clifford J. Durr, told Associated Press Thursday she has been subpoenaed to appear before the Internal Security Subcommittee of Sen. William E. Jenner (R-Ind.) at a March 16 hearing in New Orleans. She works in Mr. Durr's law office in Montgomery, Ala.

SENATE TO HEAR FCC FEE PROPOSAL

NARTB will testify against license fee proposal on grounds that it is inadvisable and contrary to precedent.

A SENATE hearing begins tomorrow (Tuesday) morning at 10 o'clock on FCC's proposed schedule of license fees [B•T, March 1, et seq.]. The hearing will be held in Room G-16 in the Senate wing of the U. S. Capitol.

NARTB already has announced it will testify in opposition to the license fee proposal [AT DEADLINE, March 8].

Ralph W. Hardy, vice president of the association, will represent NARTB. The association will contend that fees charged for the privilege of engaging in the means of free communication are inadvisable and contrary to precedent in government policy of encouraging communication ventures. (Also see editorial, page 132.)

Rather than amend the Communications Act as the Johnson Bill (S 2926) proposes, the NARTB believes that a new law is needed which would deny the FCC the right to levy fees on radio and tv stations.

The hearing will be held by the Senate Interstate & Foreign Commerce Committee's communications unit of which Sen. Charles E. Potter (R-Mich.) is chairman. It is expected that Sen. Ed C. Johnson (D-Colo.), a member of the parent Commerce committee but not of the subcommittee, will attend. Sen. Johnson is the legislator who brought the issue to the fore.

In order to bring about a hearing of the issue, Sen. Johnson had introduced his bill which would permit the FCC to set "nominal" fees or charges for station applications, permits and licenses.

Other Witnesses

Other witnesses scheduled to date are a spokesman for FCC, possibly Chairman Rosel H. Hyde; Carl Shipley, Washington attorney who will represent WHAR Clarksburg and WKYR Keyser, W. Va.; Hoyt Haddock, Conference of American Maritime Unions (which represents both labor and management); a spokesman for the Assn. of Interstate Commerce Commission Practitioners, and Ralph Dewey, Pacific Steamship Assn.

On the Senate subcommittee are Chairman Potter; Andrew F. Schoeppel (R-Kan.), Dwight Griswold (R-Neb.), Lester C. Hunt (D-Wyo.) and John O. Pastore (D-R. I.).

All the Senators were present, except Sen. Pastore, at an informal session with six members of the FCC a fortnight ago [B•T, March 8]. At that time, the license fee question was broached but deferred at the suggestion of Chairman Potter who pointed out the subcommittee would formally hear the issue this week.

Both Senators and FCC are aware that the Commission's schedule of fees proposed for stations was an outgrowth of the Budget Bureau's directive and not a voluntary request. Thus, for any action contrary to this effect, Congress must act.

Meanwhile, comments opposing the FCC's schedule of fees continue to be filed with the Commission. Last week objections to the principle or to facets of the proposal were filed by: WOLF Syracuse, N. Y.; WJTN Jamestown, N. Y.; KDMO Carthage, Mo.; WJMW Athens, Ala., KDB Santa Barbara, Calif.; KFRD Rosenberg, Tex., and WMBM Miami Beach, Fla.

TIME WOUNDS ALL HEELS

or, half a loafer is better than one

Strange how so many of these apocryphal Texas situations involve liquor, but they do. Like heredity, it runs in the Texas family.

Some years ago, the United States Army, at old Camp Verde, imported a herd of camels and started a brigade for policing certain Texas dry areas. But the land was too tough, even for camels. The brigade had to be disbanded, and the camels were turned loose. One old sot, a thieving heel who worked half the time for a lumber yard while drinking between drinks, encountered a camel in the moonlight. He got religion then and there, roused the nearest minister, swore he'd never take another drink, and, full of repentance, volunteered the information that he had been stealing lumber for twenty years. The minister, a Princeton man, decided to make the most of this heaven-sent chance to get in a few good licks for the Lord. He asked the fellow if he knew how to make orisons.

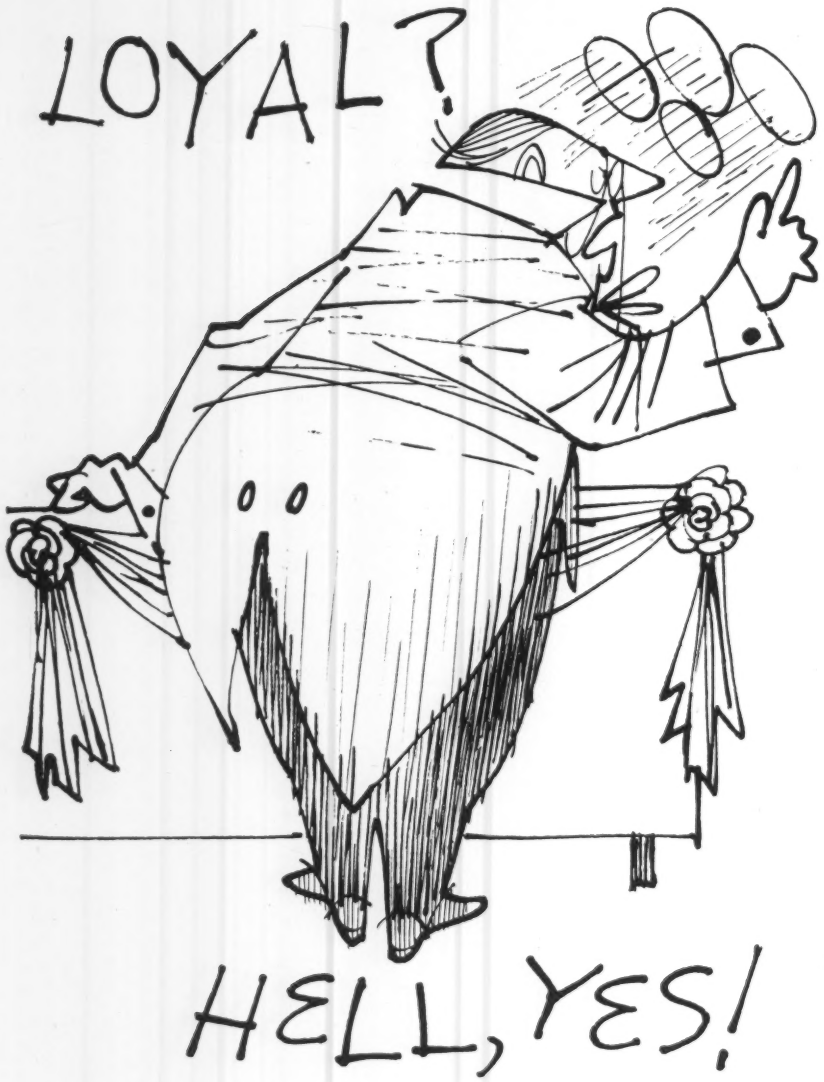
"Nope, Reverend, I sure don't. But if you got the plans, I got the lumber."

* * *

If you got marketing plans, we got the market—and we come by it honest. Amarillo tops the nation in per family retail sales.

NBC and DuMONT AFFILIATE

AM: 10 kw, 710 kc. TV: 100 kw, Channel 4. Represented nationally by The Katz Agency



The plurality of listeners goes with WBNS — the station with greater tune-in than all other local stations combined! As a candidate for your advertising dollar, WBNS presents a perfect platform with the 20 top-rated programs.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

Two New Vhf Stations Approved By FCC

GREEN BAY, Wis., and Grand Forks, N. D., each won a new vhf tv station last week as the FCC granted ch. 5 at Green Bay to Valley Telecasting Co. and ch. 10 at Grand Forks to KNOX there.

At Green Bay, the vhf ch. 5 grant was made possible by withdrawal of the competitive bid of Green Bay Newspaper Co. The station will have effective radiated power of 100 kw visual and 60.3 kw aural with antenna height 600 feet above average terrain.

The Grand Forks ch. 10 grant was enabled by the dismissal of the competitive bid of Grand Forks Broadcasting Co., which is reimbursed for expenses incurred in prosecuting its bid. The ch. 10 grant specifies 2.82 kw ERP visual and 1.41 kw aural and antenna height above average terrain of 180 feet.

In other tv actions, the Commission last week designated for consolidated hearing on April 9 the bids for vhf ch. 13 at Indianapolis, Ind., of WIRE, Mid-West Tv Corp., Crosley Broadcasting Co., and WIBC Inc.

Crosley Broadcasting is owner of WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus, and WLWA (TV) Atlanta, Ga.

FCC announced also that uhf ch. 52 KAGR-TV Yuba City, Calif., was given 20 days within which to inform the Commission if a hearing is desired on its application for additional time to construct the station. If not, the station will be deleted.

Meanwhile, the FCC initiated proposed rule-making to assign uhf ch. 21 plus to Huntington, Ind., and invited comments to a rule making proposal to substitute uhf ch. 53 plus for uhf ch. 23 at Fitzgerald, Ga., and to change the assignment of vhf ch. 5 at Weston, W. Va., from commercial to noncommercial educational.

The Fitzgerald channel switch is supported by the petition of uhf ch. 37 WGOV-TV Valdosta, Ga., to enable it to obtain a suitable site. The Weston channel reassignment is supported by W. Va. Research Center Inc. of Salem, W. Va.

Comments on the above proposals may be filed on or before April 9.

Tv Grants at Lexington, Spokane Proposed by FCC

INITIAL decisions proposing to grant new tv stations on vhf ch. 2 at Spokane, Wash., and uhf ch. 18 at Lexington, Ky., were announced by FCC last week. Both were made possible by dismissal of competitive applications.

At Spokane, vhf ch. 2 is proposed to be granted to KREM there. The decision was made possible by the dismissal of competitive bid of KNEW Spokane, which receives $32,500 in consideration.

In the Lexington ch. 18 contest, the proposed grant is for WLEX there, made possible by the withdrawal of the competitive bid of WVLK Lexington. No consideration has been promised to WVLK for dismissing its application.

Mich. House Passes Bill Restricting Tv Liquor Ads

MICHIGAN broadcasters face a fight against state censorship of beer and wine commercials with passage by the House of the Michigan Legislature of a bill (No. 297) that would ban, in tv advertising, the showing of persons drinking beer and wine.

The House passed the measure 56-32 Tues-

On Your Guard, This Is A CHALLENGE!

WICC will match its week long half hour average Hooper Ratings from 7:00 AM thru 10:00 PM, point by point, with yours. For every point in every half hour that your rating exceeds your nearest competitor, we will pay you $10.00 per point. But for every point per half hour WICC exceeds its nearest competitor, you pay WICC $10.00 per point.

RULES:

1 MUST BE MULTIPLE-RADIO-MATURE TV MARKET*

2 MUST SUBMIT CERTIFIED HOOPER SURVEY TAKEN WINTER 1953-1954 AND PRIOR TO MARCH 1, 1954 TO MUTUALLY ACCEPTABLE CPA.

3 MUST SUBMIT EVIDENCE THAT NO ARTIFICIAL STIMULANTS TO AUDIENCE WAS BROADCAST DURING SURVEY OR FOR THREE MONTHS PRIOR TO IT.

*Mat. TV Mkt.—means 75% TV ownership.

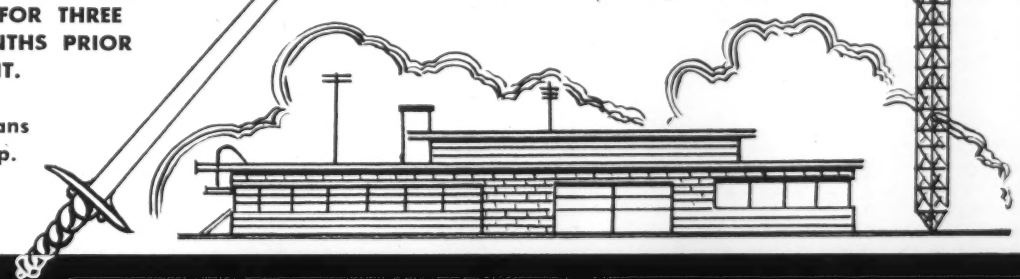
THIS IS OUR **Challenge**

IF YOU WANT TO LOSE YOUR SHIRT—

Take It Up!

WICC 600 ON THE DIAL

BRIDGEPORT, CONN.



WICC-AM 600 ON THE DIAL

ADAM J. YOUNG JR., INC. NATIONAL REPRESENTATIVE

WICC-TV CHANNEL 43

day night after a statewide furor arose over an attempt to slip the bill through without public attention. The House Liquor Committee had voted March 3 to kill the bill. An effort to force it through the House quickly despite committee action had been intercepted by Harold Gross, owner and president of WJIM-AM-TV Lansing. In a telecast just prior to the March 3 Pabst boxing match, Howard K. Finch, WJIM-TV vice president and news analyst, exposed the plan. The bill was laid aside temporarily when legislators were swamped with protests.

Under terms of the bill the state liquor authority could revoke the license of any firm dramatizing beer or wine advertising. In an editorial the *Detroit Free Press* warned the Legislature to "go slow in trying to tell people what they can or can't look at on their tv screens."

Comr. Lee Names Campbell As Engineering Assistant

LT. COL. William B. Campbell, once mentioned as candidate for FCC Secretary, the post newly-filled by Mary Jane Morris, was appointed last week by Comr. Robert E. Lee as engineering assistant. He reports today (Monday) from his post with the Signal Corps in Washington.

COL. CAMPBELL

Col. Campbell joined the RCA Comunications Div. in 1922, subsequently becoming assistant superintendent. In 1929 he transferred to RCA Institutes, directing establishment of five new schools. After formation of Press Wireless, Colonel Campbell was selected in 1932 to assist in establishing a world-wide communication network as European manager.

In 1937 the late Joseph Connelly, then president of King Features and board chairman of Hearst Radio Inc., retained him to direct reorganization of the Hearst broadcasting and communications operations. When this was completed he became president of Radio Television Institutes, New York technical training school. After World War II he helped establish the Radio Electronics Institutes of America.

JOHNSON OFFERS MEASURE ON MULTIPLE TV OWNERSHIP

The Senator includes provision for his one vhf for two uhf idea with a maximum of 10 uhf (but no vhf) and a maximum of five vhf (but no uhf). Legislation would prohibit concentration of tv control.

A BILL that would set up a formula on multiple tv station ownership was dropped in the Senate hopper Tuesday by Sen. Edwin C. Johnson (D-Colo.).

The proposed legislation (S 3095) contains a mathematical progression of station ownership which would permit a one vhf station swap for two uhf stations.

This is an outgrowth of the station barter proposal suggested by the Senator a fortnight ago during a closed session of the Potter Communications Subcommittee with the FCC [CLOSED CIRCUIT, March 8].

The emphasis on uhf in the Johnson bill again pointed up Senators' concern with the problem of uhf development in the nation's tv system.

Text of the Johnson bill appears in FOR THE RECORD, page 112.

Hearing Expected

A hearing is expected to be held by the Potter subcommittee on the uhf problem as the group's order of business [B•T, March 8] after the license fee proposal is studied (see license fee hearing story, page 54).

The Johnson bill, which would amend the Communications Act, would prohibit the FCC from granting a tv applicant if he directly or indirectly owns or controls another tv station serving the same area. A grant also would not be permitted if it would result in a concentration of control of tv stations inconsistent with the "public interest, convenience, or necessity."

Under the measure, the FCC would weigh its considerations of an applicant as to whether a grant would result in a concentration of control by studying "the facts of each case." These "facts," according to the measure, would include "the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question."

The bill would bar outright any grant of an applicant whose holdings exceeded these limits: 5 vhf, no uhf; 4 vhf, 2 uhf; 3 vhf, 4 uhf; 2 vhf, 6 uhf; 1 vhf, 8 uhf; no vhf, 10 uhf.

Sen. Johnson's measure would allow a vhf station owner within a five-year period after the bill's enactment who "relinquishes, transfers or fails to renew" his license to be entitled to a grant of two uhf station licenses, "one of which shall serve substantially the same area" as that served by the vhf holding involved.

The Coloradan's bill specifies the amendment would not apply to noncommercial tv stations.

Sen. Johnson's bill was referred to the Senate Interstate & Foreign Commerce Committee, parent of the Potter subcommittee. Sen. Johnson is ranking Democrat on the full committee.

Sen. Johnson has been a bitter critic of the FCC's proposal to raise its limit on multiple tv station ownership. This proposal would modify the current rule that not more than five tv stations can be under common ownership to seven tv stations of which at least two must be uhf.

Kilgore 'Monopoly' Charge to Justice Dept.

SEN. HARLEY M. KILGORE (D-W. Va.) has carried his "crusade" against an alleged "threat of a developing monopoly in communications" to the Justice Dept. [CLOSED CIRCUIT, March 8].

A letter transmitting his stand that alleges radio interests are taking over tv [B•T, March 1, et seq.] was sent by the Senator to Attorney General Herbert Brownell Jr. In his letter, the Senator asked the Attorney General: "Will you be so good as to advise me if you feel that existing laws are adequate to meet this situation or if new legislation is needed?"

Sen. Kilgore reminded Mr. Brownell, "This is a matter in which I, as a member of the Anti-Trust & Monopoly Legislation Subcommittee, am very much interested."

The Senator is the top Democrat on the Senate Anti-Trust & Monopoly Subcommittee.

At the same time, it was disclosed that Sen. William Langer (R-N. D.), chairman of the Senate Judiciary Committee and also of the monopoly subcommittee, had answered the Kilgore appeal for Congressional study.

Assurance Given

Sen. Langer said: "You may be sure that our Subcommittee will give serious study to the aspects of this problem as pointed out by this article." The article referred to was "Competition in the Broadcasting of Ideas and Entertainment: Shall Radio Take Over Television?" which was reprinted by Sen. Kilgore in the *Congressional Record*. It was authored by two Washington attorneys, Henry B. Weaver Jr. and Thomas M. Cooley II of the law firm, Weaver & Glassie, Washington, D. C.

Sen. Langer also said:

I certainly agree with you that any sign of developing monopoly in communications is a far more serious matter than many economic monopolies in other fields.

This was in reference to Sen. Kilgore's assertion that "any threat of developing monopoly in communications is a far more serious matter than mere economic monopoly in other fields, as important as this is."

He had gone on to say: "No other function

BEER-BASEBALL MEASURE UP FOR SENATE INNING

POSTPONEMENT for a week of a Senate hearing on a measure that would bring under anti-trust laws any professional baseball club owned by a beer or liquor company was announced Monday. Hearing by the Anti-Trust & Monopoly Subcommittee, of which Sen. William Langer (R-N. D.) is chairman, will be held this Thursday [B•T, March 1, et seq.].

At first, principals were inclined to advance the date until after April 13, the opening of the baseball season. Later, they agreed to a hearing this week.

Scheduled to testify on Sen. Ed C. Johnson's joint resolution (S J Res 133) are August A. Busch Jr., owner of the St. Louis Cardinals and president of the Anheuser-Busch Inc. brewery in St. Louis (Budweiser beer) and Baseball Comr. Ford Frick. Also invited to appear are Attorney General Herbert Brownell Jr. and Federal Trade Commission Chairman Edward F. Howrey.

Sen. Johnson has charged Mr. Busch with building up an alleged beer monopoly using a Cardinals' regional radio network as the instrument.

Sen. Johnson is slated to testify in support of his measure Thursday. A subcommittee spokesman said Mr. Busch and Mr. Frick had not been scheduled for Thursday but probably would testify later.

Meanwhile, it was reported the St. Louis Cardinals were putting the question of continued broadcasts of their games in 17 cities in Tennessee, Missouri, Iowa and Illinois up to the minor league baseball clubs there.

The plan is to ask minor league clubs the following: "Do you prefer the Cardinals to continue their full broadcasts into your city or do you prefer the Cardinals to broadcast in your city only when the local minor league team is on the road and when the games are not in conflict?"

Stop! CUT IT OFF!

We're Overloaded!

Just three one-minute spots on WSM-TV supplied enough sales leads to last for weeks to come !

Here's the story chronologically

To get So-Ten Meat Tenderizer into new markets, the So-Ten Company of Memphis decided to invite people to write in for free samples, fill such requests promptly, then have its salesmen follow-up by visiting stores in towns from which requests came.

The company, through its advertising agency Getz Crenshaw of Memphis, decided further to make its free sample offer in one-minute spot announcements on Phila Rawlings' "Kitchen Kollege" program. After just three airings, they had to call a temporary halt because "our salesmen can't keep up . . . requests have come from 80 towns so far!"

If your sales force can use a mid-flight refueling, remember that WSM-TV has been airborne longest in the Nashville and Middle Tennessee market — and has the gear to garner loads of leads. Contact Irving Waugh or any Petry Man for details !

WSM-TV *Channel 4 Nashville*

in our society is as essential to preserve our institutions as is free and untrammelled communication of information and opinion. Of course, we can have neither under monopoly condition or those of concentrated control."

Sen. Kilgore also has asked the Senate Interstate & Foreign Commerce Committee to study the question of radio intrests in television.

It is presumed that Attorney General Brownell will turn the Kilgore letter over to the Justice Dept.'s Anti-Trust Division.

While Sen. Langer hinted his subcommittee would take up the matter, it was learned the group's calendar is jammed with proposed legislation at the present. How far the Kilgore appeal would get in this Congress, therefore, was doubtful.

WLS, WENR Merger Approved by FCC

MERGER of Chicago share-time stations WLS and WENR received FCC approval last week.

Under the terms of the agreement, a new corporation will be organized as WLS Inc., with Agricultural Broadcasting Co., licensee of WLS, and AB-PT owning 50% each. WLS is owned by the *Prairie Farmer*.

The merger of the two share-time stations will result in full time operation on 890 kc with 50 kw. Call letters WLS will be retained and the station will be affiliated with ABC.

Officers of the new company are James E. Edwards, WLS, president; Glenn Snyder, WLS, first vice president and general manager; Arthur M. Harre, ABC, second vice president and assistant general manager; George R. Cooke, WLS, treasurer, and Mathew Vieracker, ABC, secretary.

NON-COMPETITIVE TV MARKET
of 280,000 Homes
COVERED EXCLUSIVELY
by
"The TV Link in the Heart of the Nation"

KHOL TV
Kearney, Nebraska
CBS-TV DUMONT
Represented by
MEEKER TV, Inc.

FCC TO RETURN $150,000 TO UNCLE SAM

House Appropriations unit releases testimony given by FCC Chairman Hyde and others. Congressman lauds Commission action in clearing away backlog of tv applications.

FCC is turning back $150,000 in unexpended funds to the U. S. Treasury [CLOSED CIRCUIT, Jan. 25].

This was revealed publicly for the first time in testimony released last week by the House Appropriations Subcommittee on Independent Offices. FCC officials, led by Chairman Rosel H. Hyde, appeared before the group last January to discuss the Commission's fiscal 1955 budget.

President Eisenhower's budget for fiscal 1955 proposed that FCC trim an estimated $372,704 from its current spending on broadcast activities, giving the Commission about $1,231,190 for its radio-tv work [B•T, Jan. 25].

The return of funds from a total of $300,000 specified in the 1954 fiscal budget for clearing the tv backlog in applications drew verbal applause from Rep. Albert Thomas (D-Tex.), ranking minority member of the subcommittee.

Rep. Thomas said "certainly you are doing a fine job in whittling down that backlog. We want to commend you for it."

Chairman Hyde said that by the end of this fiscal year (June 30, 1954) FCC will have disposed of all nonhearing cases in tv and that within three months (from Jan. 14) FCC expected all cases in which contests were involved to be "in some stage of the hearing process." He said: "We expect by the end of the current budget year (June 30) that the number of applications for new television stations not determined will be of the order of 200."

Uncontested Applications

Chairman Hyde also said the number of uncontested tv applications was 46 at that time. In these cases, he said, the applicant had not the substance needed and there were unanswered questions regarding the proposed operation. [Since then, FCC has announced it is current on nonhearing cases].

During testimony it was revealed:

• Some engineering tv personnel who had been working on tv applications are being transferred to am processing. Engineering examinations of all applicants in tv are complete.

• Situation in am application processing is not as current as FCC would wish it to be.

• Am station filing is at the rate of 220 per year. Chairman Hyde said the Commission is "receiving more applications this year than we expected." He noted am broadcasters had a good year last year "notwithstanding the advent of television."

• FCC dismissed one employe on grounds of question of loyalty pending an investigation since Mr. Hyde has been chairman (he became chairman, April 18, 1953).

• A discussion of political broadcasting and equal time (see box, page 33).

• Chairman Hyde said estimates are that there will be 50,000 to 70,000 color sets available by June 30, most of the receivers being used for dealer exhibition.

• The McFarland Act has placed additional burdens on FCC requiring reports to Congress, etc.

• FCC, which now has 1,129 employes, is presenting a budget that would allow 1,046.9 personnel, "the lowest since World War II."

Chairman Hyde and George S. Turner, chief of the Field Engineering and Monitoring Bureau, explained the proposed frequency usage monitoring program for which the Commission asked $950,000.

The program would provide for surveillance of frequency usage in the radio band between 10 kc and 27,500 kc to aid in assignment of frequencies and management of the radio spectrum, international negotiations involving use of radio frequencies, location of clandestine stations, and for certain other security purposes.

It is expected the House Appropriations Committee will report out the FCC funds bill sometime this week.

EX-FCC HEAD FLY CITED IN PROTEST

FORMER FCC Chairman James Lawrence Fly was cited last week by the un-American activities subcommittee of Harvey W. Seeds American Legion Post of Miami, in a protest letter to the Commission calling for investigation of Mr. Fly's qualifications to head South Florida Television Corp., one of four contestants for vhf ch. 7 there.

MR. FLY

The letter cited the Cox committee investigation of FCC in the House in 1943, involving alleged improper licensing practices, illegal censorship of programs and infiltration by subversives. Ellis S. Rubin, attorney, is head of the Seeds Post subcommittee. Copies of the letter were also sent to the Florida Congressional delegation, it was reported. FCC acknowledged receipt of the protest.

In an interview by the *Miami Daily News*, Mr. Fly was reported to have said, "It is my firm belief that the efforts to scandalize me originated with our most powerful opponents in Miami. No Congressional committee has ever questioned my competence, loyalty or integrity. . . . If the facts are met honestly, this unethical conduct will reflect upon the integrity of its self-interested instigators. I would welcome a full investigation both of the alleged facts and of the illegitimate origin of the communication."

Ch. 7 contest goes before FCC Examiner James D. Cunningham tomorrow (Monday) with oral testimony yet to begin. Competitors besides South Florida Television include Sunbeam Television Corp., East Coast Television Corp. and Biscayne Television Corp., the latter representing a merger of the *Miami News*-WIOD and *Miami Herald*-WQAM, with ex-NBC President Niles Trammell holding 15%.

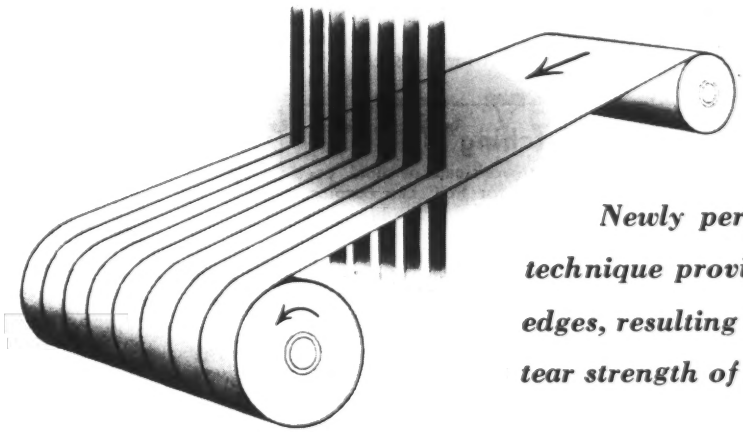
Justice Dept. Charges Schine Theatres' Monopoly

CRIMINAL and civil contempt proceedings were filed by the Justice Dept. last week against the Schine Theatres chain, which owns 90 movie houses in the East, and controls two Broadcast properties, with headquarters in upstate New York.

The Justice Dept. claimed that Schine Theatres violated a 1949 anti-trust decree in that it, and members of the Schine family

NEW HOT-SLITTING PROCESS

GIVES audiotape EXTRA STRENGTH

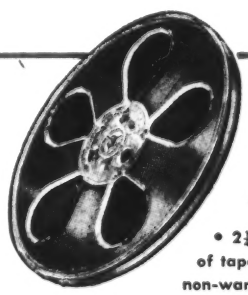


Newly perfected thermal-slitting technique provides smoother, cleaner edges, resulting in increased break and tear strength of plastic base Audiotape

IN THE manufacture of Audiotape, particular care has always been given to the slitting operation, in which the processed tape is cut into reel-size widths. Precision straight-line slitting has been one of the reasons why Audiotape tracks and winds perfectly flat and has no fuzzy edges to impair frequency response.

Now, however, even this superior slitting operation has been still further improved by precisely controlled heat application. The result, though not visible to the naked eye, is a significant increase in tape *strength*. For thermal slitting avoids the formation of the microscopic cracks and irregularities which result, in varying degrees, from any cold slitting process. Each such defect is a source of weakness and a potential tape break.

The thermal treatment in no way alters Audiotape's *balanced performance*. Hence Audiotape not only offers you the most faithful reproduction of the original sound, but also assures the highest mechanical strength obtainable with cellulose acetate base material—all at *no extra cost*.



Audiotape is now available on this NEW 7" PLASTIC REEL

• 2¼ inch hub • more area for labeling • less chance of tape spillage • greater protection to tape • rugged, non-warping construction • distinctive, modern design

. . . and in colors, too!

Audiotape 7" reels can now be obtained, for special applications, in red, blue, green, yellow or clear plastic. And Audiotape is also being offered on either blue or green colored plastic base, in addition to standard red. These distinctively colored tapes offer interesting possibilities for specialized recording and filing applications. Write for further details.

AUDIO DEVICES, INC.

444 Madison Avenue, New York 22, N. Y.

Export Dept., 13 East 40th St., New York 16, N. Y., Cables "ARLAB"

audiodiscs • audiotape audiofilm • audiopoints

and subsidiary corporations, had "continued a combination and conspiracy to maintain local theatre operating monopolies and to prevent others from competing with them."

In the action, filed in Buffalo, N. Y., federal court, the Justice Dept. alleged that the Schines retained or reacquired control over theatres sold in "ostensible" compliance with orders of the District Court. Justice also charged that the Schine group failed to dispose of 23 of the 39 theatres which the court ordered sold, violated injunctions governing licensing, buying and booking films for theatres.

Schine Theatres is 55% owner of WPTR-AM-TV Albany, N. Y., and 50% owner of WRNY-TV Rochester, N. Y. J. Meyer Schine, president of the corporation, is the father of G. David Schine, consultant to Sen. McCarthy's Senate Investigations subcommittee, now a private in the U. S. Army.

FCC SETS 14 AM HEARING CASES

BITING off its biggest batch of am station hearings in nearly six months, FCC last week scheduled hearing dates in 14 contests. Total of 22 applications are involved.

Dates scheduled and applicants follow:

April 13: WVOK Birmingham, Ala., seeking increase in height of tower on 690 kc 50 kw daytime.

April 15: Dorsey Eugene Newman, seeking 860 kc 250 w day at Hartselle, Ala.; WERD Atlanta, Ga., seeking to change from 860 kc 1 kw day to 860 kc 10 kw day, directional; WDMG Douglas, Ga., seeking to change from 860 kc 1 kw day to 860 kc 5 kw day.

April 20: Straits Broadcasting Co., and Midwestern Broadcasting Co. for new am stations on 1240 kc 250 w daytime at Cheboygan, Mich.

April 22: Winnebago Broadcasting Co., seeking 1600 kc 1 kw unlimited, directional at Rockford, Ill.; Esther Blodgett, seeking 1600 kc 1 kw unlimited, directional at Harvard, Ill.; WNMP Evanston, Ill., seeking to change from 1590 kc 1 kw day to 1590 kc 5 kw day, directional.

April 27: Highlight Broadcasting Co., seeking 1050 kc 250 w daytime.

April 29: WPAC Patchogue, N. Y., seeking to change from 1580 kc 250 w day to 1580 kc 1 kw daytime.

May 4: White Radio Co., Wichita Falls, Tex., and Lawton Broadcasting Co. seeking new am station on 1050 kc 250 w day, directional.

May 6: WJET Erie, Pa., seeking to change from 1570 kc 250 w day to 1400 kc 250 w unlimited.

May 11: Port Broadcasting Co., Wilmington, N. C., seeking 1230 kc 250 w unlimited.

May 13: Ole Miss Broadcasting Co., Oxford, Miss., seeking 1230 kc 100 w unlimited.

May 18: KLIL Estherville, Iowa, seeking to change from 1340 kc 100 w unlimited to 1340 kc 250 w unlimited.

May 20: WCUE Akron, Ohio, seeking to change from 1150 kc 1 kw day, directional to 1150 kc 1 kw day, 500 w night, unlimited, directional.

May 25: Central City-Greenville Broadcasting Co. and Muhlenberg-Ohio-McLean Broadcasters seeking 1380 kc 500 w day at Central City, Ky.

May 27: Scott County Broadcasting Co. seeking 550 kc 1 kw day at Forrest, Miss.; WCBI Columbus, Ga., seeking to change from 1340 kc 250 w unlimited to 550 kc 500 w night, 1 kw day unlimited, directional.

FTC Orders Appliance Firm To Halt False, Bait Ads

THE FEDERAL Trade Commission has ordered Lacy's Inc., Washington, D. C., appliance firm, to stop misrepresenting in radio, television and newspaper advertising the savings to be realized from a freezer food plan and using "bait" advertising on radio in the sale of television sets.

The FTC order March 6 affirmed Hearing Examiner William L. Pack's initial decision Jan. 14 entered by default against Lacy's, its president, William Warsaw, and its vice president, Hyman Goodbinder.

The hearing examiner determined that Eugene H. Rietzke and Hyman M. Goldstein, also officers of the corporation and cited in the original FTC complaint last November [AT DEADLINE, Nov. 16, 1953], were not connected with the formulation, direction or control of Lacy's advertising or sales policies or activities, and the FTC complaint against them was dismissed.

Lacy's Inc. last October filed a petition for voluntary bankruptcy, listing a total liability of $320,507 [B•T, Oct. 12, 1953].

Also, bait advertising on radio and television and in newspapers has been charged to Clean-Rite Vacuum Stores Inc., Washington, D. C., and its officers, Samuel and Etta Berenson, in the firm's sale of vacuum cleaners.

The respondents were given 20 days to answer and a hearing with Hearing Examiner Earl J. Kolb was set for April 12 in Washington.

Catching Up

HOPE that the workload of final decision preparation for FCC can become current within three or four months was expressed last week by Sol Schildhause, acting chief of the Commission's Office of Opinions and Review, in announcing additions to his legal staff [CLOSED CIRCUIT, March 8].

Attorneys switched to Opinions and Review from other Broadcast Bureau assignments included Forest L. McClenning, William Jensen, Arthur Feld, Herbert Schulkind and Thomas Fitzpatrick. Another, Henry Geller, is to switch to Mr. Schildhause's office within a few weeks. They replace three attorneys transferred to other Broadcast Bureau assignments: Paul R. Conway, Vernon B. Romney and Julian S. Egre.

Opinions and Review staff now totals about 20 persons, including two engineers, an accountant and six stenographers. Earlier, the staff was augmented by two new attorneys, Walter Gunther, formerly with Justice Dept., and Richard Hartsock, Army veteran. Don Berkmeyer also was transferred from Common Carrier Bureau.

CBS Asks Rejection Of KSTM-TV Vhf Bid

CBS asked the FCC last week to reject the application of KSTM-TV St. Louis for vhf ch. 11 on the ground that the amended application constituted a new application—forbidden under the 30-day rule.

Under FCC policy, no applications may be amended less than 30 days before the date of hearing. The St. Louis ch. 11 hearing was scheduled to commence Jan. 14, and the then pending four applicants exchanged documents and exhibits among themselves on Dec. 21.

In response to a court order, the FCC early this month ordered KSTM-TV into the St. Louis hearing for ch. 11 and set as one of the issues whether the uhf ch. 36 station had the right to participate in view of the fact that it is an existing grantee [B•T, March 8].

CBS contended in its motion to reject the amended application that KSTM-TV's November 1953 application is the application involved, and that the amended application shows complete change in ownership, officers, financial data, program proposals and network affiliation.

In addition to KSTM-TV, which technically is applying for East St. Louis, Ill., and CBS (KMOX St. Louis), other St. Louis applicants are St. Louis Telecast Inc. (60% owned by WEW), 220 Television Inc. and St. Louis Amusement Co.

FCC BUCKS COURT On CH. 2—ZENITH

POSSIBILITY that the much-litigated Chicago ch. 2 case might wind up in court again loomed last week when Zenith Radio Corp. told the FCC that the Commission had misunderstood the U. S. Court of Appeals ruling—that the Court said Zenith should have a hearing with Balaban & Katz, with CBS as a possible intervenor, and not a comparative hearing between Zenith and CBS.

Zenith's reply was in answer to McFarland letters sent by the Commission to Zenith and CBS, preliminary to a hearing between the two on who should be granted permanent possession of Chicago ch. 2 [B•T, Feb. 15]. CBS' WBBM-TV Chicago already is operating on ch. 2 under temporary FCC authority.

Zenith claimed that the Commission proposal to pit the Chicago radio-tv manufacturer against CBS was a "flagrant disregard" of the court's opinion, "in derogation of the clear pronouncement" of the court. Zenith said the court gave CBS right of "limited participation."

If the Commission does not reverse itself by March 19 and set Zenith's application for hearing with Balaban & Katz, the manufacturer said, it will have to appeal to the court anew.

CBS, in its response to the McFarland letter, took issue with the Commission's reminder that no consideration may be given in the hearing to WBBM-TV's present operation on ch. 2. CBS said that the court ruling ordered that no consideration be given to any expenditures by CBS in moving WBBM-TV from ch. 4 to ch. 2.

Court Refuses CBS Bid To Stop KBIG Operation

U. S. Court of Appeals in Washington last week refused the request of CBS that KBIG Avalon (Los Angeles) be put off the air pending the outcome of a hearing before the FCC on questions of interference [B•T, Jan. 25].

The court said that the Commission acted within its discretion in denying a CBS petition that KBIG's 18 month old program test authority (740 kc with 10 kw daytime) be revoked or that its power be reduced.

CBS claimed that its KCBS San Francisco was losing 140,000 people in its protected contour (about 3% of the population covered) because of the KBIG operation. KCBS operates on the same 740 kc, with 50 kw.

Broadcast Bureau Chief Files Exceptions in Buffalo Case

CHIEF of FCC's Broadcast Bureau filed detailed exceptions last week to a hearing examiner's initial decision proposing to grant vhf ch. 2 at Buffalo to Niagara Frontier Amusement Corp., survivor in a merger involving several contestants there [B•T, Feb. 22].

The Bureau chief argued that the examiner's findings and the record in the hearing, ordered by FCC to determine the good faith of one dismissed applicant, Enterprise Transmission Inc., "fully support the conclusion" that Niagara entered into an agreement to purchase the physical plant of now defunct uhf ch. 59 WBES-TV Buffalo for about $500,000 "with the understanding and on the condition that such agreement would result in the dismissal of the Enterprise application." Although indirect, he contended, Niagara did pay "consideration" for dismissal of Enterprise.

The Bureau chief also cited the examiner's failure to conclude that the Enterprise application "was filed for the purpose of delaying and impending grant" to Niagara Frontier.

In celebration of our 5th anniversary

WAGA-TV - Channel 5 - Atlanta

declares a 103% dividend on its first year's income

HERE IS YOUR SHARE! (Payable of course in Confederate five-dollar bills, faithfully reproduced here for you to cut out and use as you see fit. Just follow the thin outer line.)

March is the birthday month of Channel 5 in Atlanta. It was on March 8, 1949, five years ago, when WAGA-TV went on the air. Since then it has climbed steadily in viewers and selling power. Today it is by far the most popular station in Georgia—seen more by more people month in and month out than any other station in the state!

To celebrate our fifth anniversary, we are passing along to the readers of Broadcasting-Telecasting 16,850 five-dollar Confederate bills—equal to 103% of our first year's total income! And we're sending another batch, via reprints, to our friends and customers. If you'd like more of these bills, just ask Tom Harker (Colonel, that is) or Bob Woods, or send your request to us direct.

Remember—5 is the magic television number in Atlanta . . . Channel 5, suh!

Represented Nationally by
the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director,
118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager,
230 N. Michigan Ave., Chicago

NOW 100,000 WATTS

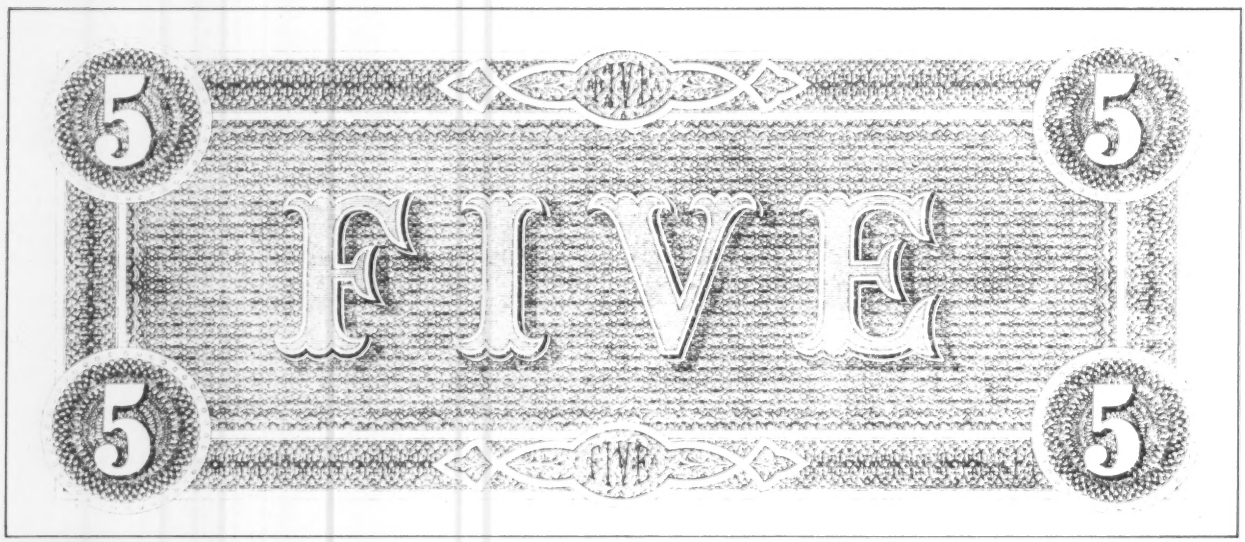
STORER BROADCASTING COMPANY

waga-tv
CBS-TV, ATLANTA, GA.

SEE OTHER SIDE

The South is Rising Again, Suh!

No doubt about it. No jawing needed. One look at the facts and figures will prove that the South is on the move—uP! Population . . . spendable income . . . retail sales—all are increasing at a faster clip than for the nation as a whole. And Georgia's picture is brighter than a newly minted dime. Look at the charts below and see what has happened in just five years! During the time WAGA-TV has been



SAVE THIS GENUINE REPRODUCTION

of a $5 Confederate bill, lithographed with a skill that would put a counterfeiter under the jail if it were U. S. currency! Cut along the outer line and you'll have a faithful replica—and a reminder that 5 is the magic television number in Atlanta, Georgia. That's Channel 5, WAGA-TV, of course!

on the air, population has increased 11% and retail sales have climbed 28%. So hang onto your Confederate Dollars, brother! And to add to your collection here's a genuine reproduction of a fiver —a reminder that 5 is the magic television number in Atlanta.

WAGA-TV IN ATLANTA

Blankets, with primary and secondary coverage, 38% of the state's total population accounting for 48% of the total retail sales—1,373,800 people spending $1,296,778,000 a year!

PLUS

Remarkably good coverage, based on viewer response in—

73 other Georgia counties **5 South Carolina counties**
11 Alabama counties **4 Tennessee counties**

• To get your share of this growing market choose WAGA-TV...seen MORE by MORE people

SEE OTHER SIDE

British Set Pattern For Commercial Tv

Newly-published bill plans Independent Television Authority. A precaution against outside salesmanship: The Tories stipulate 'proper' proportion of film and other program matter must be of 'British origin.'

THE U. S. commercial will be out of focus with British commercial tv.

The British government which brought its commercial system a step closer last week promised in a newly-published bill that the "tone and style" of programs of the projected Independent Television Authority would be "predominantly British."

GREAT BRITAIN

The measure was published by Sir Winston Churchill's Tory government. If the bill is passed by Parliament, commercial tv stations would be built in London, Birmingham, Manchester and Liverpool areas and later in other parts of Britain. First three stations would be telecasting by October 1955.

The network would serve as an adjunct to the British Broadcasting Corp.'s tv system, the only video network now in existence there.

BBC is financed by a receiver license fee. The tv set fee will be increased from two pounds ($5.60) to three pounds ($8.40), the government has announced.

The Independent Television Authority would monitor all commercials to make sure programs maintain their dignity, it was reported. Under the proposed arrangement, the authority would own transmitters and studios with tv shows created by "program contractors" who would offer the programs to advertisers for sponsorship.

The authority would not be permitted to buy sole broadcasting rights of "public ceremonies, public spectacles and important sporting events." The BBC would have an equal chance.

The Postmaster General would have powers over the authority including the right to require it to broadcast material he wanted on the air, to specify signing on and signing off times and to build new stations or install new equipment.

Some $2.1 million in a subsidy, drawn from the license fees on tv sets, would be used for the authority and would pay for sustaining programs.

The British Tories also have decided as a precaution against a flood of American tv salesmanship, that (1) a "proper proportion of films and other recorded matter included in programs be of British origin" and (2) the authority will allow advertisers about six minutes' sales time out of every hour, with advertising permitted at the beginning and end of a program or in "natural breaks."

English Tv Fan Reports 3-Year-Old KLEE-TV Signal

CHARLES W. BATLEY, the Englishman who last September claimed he had picked up WKY-TV Oklahoma City on his tv set [B•T, Oct. 12, 1953], not only was getting "trans-Atlantic" tv reception, but may also have received a two- to three-year-old signal, "bounced from another planet," according to word received last fortnight.

Last September he wrote to WKY-TV, in-

EMPLOYMENT REACHES NEW PEAK— . . . AND STILL CLIMBING!

With certain areas of the nation crying "recession," Flint, Michigan—"Fabulous Flint"—actually sets a new record of high employment that is STILL CLIMBING! Figures from the Flint office of the Michigan Employment Security Commission disclose an "all-time peak" in local employment and also predict a need for more workers within the next 60 days! . . . . Yes, Flint is a RICH market ($325,184,000. retail sales last year) and it's a BIG market (287,000 population). It's a GROWING market, also, which means MORE workers—MORE retail sales—MORE prospects for your sales message over busy WFDF, FLINT'S FIRST STATION. To make your sales set a new record, BUY WFDF, FIRST IN FLINT, the RECORD-BREAKING market!

*Sales Management "Survey of Buying Power" 1953

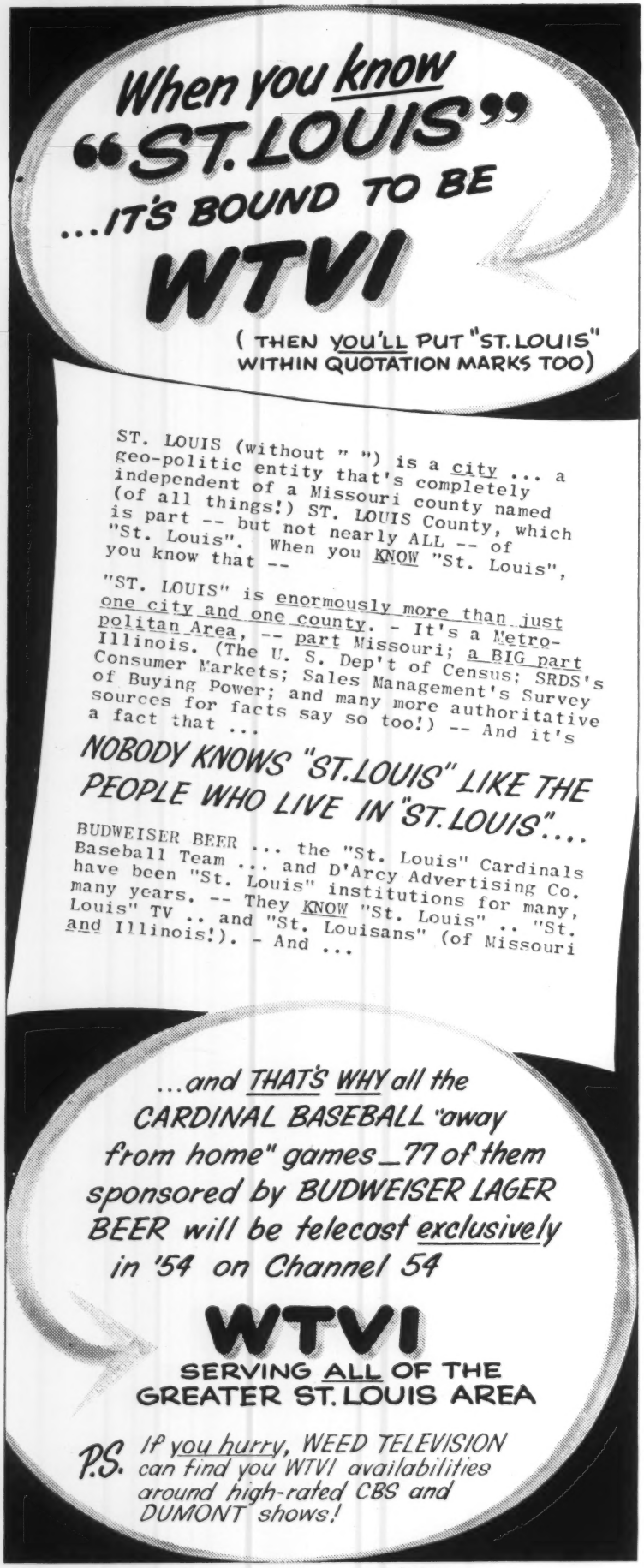
FLINT, MICHIGAN

WFDF — NBC AFFILIATE

"Our 32nd Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville


When you know
"ST. LOUIS"
...IT'S BOUND TO BE
WTVI
(THEN YOU'LL PUT "ST. LOUIS"
WITHIN QUOTATION MARKS TOO)
ST. LOUIS (without " ") is a city ... a geo-politic entity that's completely independent of a Missouri county named (of all things!) ST. LOUIS County, which is part -- but not nearly ALL -- of "St. Louis". When you KNOW "St. Louis", you know that --
"ST. LOUIS" is enormously more than just one city and one county. - It's a Metropolitan Area, -- part Missouri; a BIG part Illinois. (The U. S. Dep't of Census; SRDS's Consumer Markets; Sales Management's Survey of Buying Power; and many more authoritative sources for facts say so too!) -- And it's a fact that ...
NOBODY KNOWS "ST. LOUIS" LIKE THE PEOPLE WHO LIVE IN "ST. LOUIS"....
BUDWEISER BEER ... the "St. Louis" Cardinals Baseball Team ... and D'Arcy Advertising Co. have been "St. Louis" institutions for many, many years. -- They KNOW "St. Louis" .. "St. Louis" TV .. and "St. Louisans" (of Missouri and Illinois!). - And ...
...and THAT'S WHY all the CARDINAL BASEBALL "away from home" games_77 of them sponsored by BUDWEISER LAGER BEER will be telecast exclusively in '54 on Channel 54
WTVI
SERVING ALL OF THE GREATER ST. LOUIS AREA
P.S. If you hurry, WEED TELEVISION can find you WTVI availabilities around high-rated CBS and DUMONT shows!

forming the station he had seen the call letters Sept. 2 on his tv set, which he described as an "experimental" model which produces "negative" reception of positive images. He enclosed a picture taken with his box camera.

Mr. Batley also has been corresponding with KPRC-TV Houston. On Sept. 14, he wrote KPRC-TV, he had seen the letters KLEE-TV on his extraordinary set. KLEE-TV is the call formerly assigned to KPRC-TV before it changed to the latter letters in July 1950.

KPRC-TV officials thought at first Mr. Batley might have been viewing a network commercial for "Kleenex." A check by the Houston station of CBS-TV, reveals that Arthur Godfrey was on at the time mentioned—and he was advertising Surf—not Kleenex.

Mr. Batley also hauled out his box camera again and made a photograph of the KLEE-TV ID signal, forwarding the photo to KPRC-TV. This bit of intelligence proved highly interesting to a Lancaster, England, firm named, strangely enough, Atlantic Electronics Ltd. Atlantic, too, began picking up the KLEE-TV signal, and forwarded a photo of the reception to KPRC-TV.

Atlantic suggested it was unlikely that "some amateur is sending out with the same call letters," feeling that the receptions "may be being reflected from some planetary body or matter."

Jack Harris, KPRC-TV vice president and general manager, would not hazard an explanation, referring questions to his chief engineer, Paul Huhndorff. Mr. Huhndorff thinks the signal either is being transmitted by an unauthorized amateur or bouncing back from a distant planet.

Canadian Westinghouse Moves

CANADIAN WESTINGHOUSE Ltd., Hamilton, Ont., is moving its television and radio receiver division early in May to a leased plant at Brantford, Ont. The move was necessitated by increased defense production in the electronics division of the Hamilton plant. Research and engineering work on color tv receivers will be continued at the Brantford factory. Harry E. Rice will be manager of the Brantford plant, with E. Olsen in charge of engineering and Julian Tuteur as sales manager.

CANADA

Canadian Tv Production

SALES of television receivers in Canada during January numbered 34,890, valued at $12,808,661, according to figures of the Radio-Television Mfrs. Assn. of Canada. Tv receiver production totalled 43,835 sets, and projected production for the next three months was given at 121,266 sets. Bulk of the January sales were in Ontario, 18,437 receivers; Quebec, 13,288; British Columbia, 2,775; Atlantic coast provinces, which had no station at the time, 214, and the three prairie provinces, also depending on distant reception from U. S. stations, 176.

CANADA

Independent CKCO-TV Debuts

CKCO-TV Kitchener, Ont., began operations as Canada's third independently-owned tv station on March 1. The ch. 13 station is operating daily from 6-11 p.m. with local as well as CBC-TV microwave network programs. CKCO-TV still is on a temporary antenna. It plans a power boost to 16 kw visual. Station is represented by Jos. A. Hardy & Co., Toronto and Montreal.

CANADA

Pasadena Tv Institute Scheduled June 21-July 31

FACULTY appointments for the 2d annual Pasadena Community Playhouse National Television Institute & Workshop (June 21-July 31) have been announced by co-directors Arnold Marquis, Hollywood radio-tv program-packager, and Dr. J. W. Warfield, dean, Playhouse College of Theatre Arts.

They include Betty Mears, tv writer and head of Betty Mears Teleshows, Hollywood; Robert M. Purcell, tv consultant and former director of operations, KTTV (TV) same city; Robert Packham, NBC-TV director; Gilbert Martyn, director of news and special events, KTLA (TV) same city; George Moscovics, CBS-TV sales; William Whitley, West Coast director, public affairs and educational programs, CBS-TV; Joseph E. Kay, engineer, NBC-TV, and Seymour Klate, art director, ABC-TV Western Division.

Dr. Frank C. Baxter, host of KNXT (TV) Hollywood's *Shakespeare on Tv*, will be a guest speaker at daily off-the-record coffee discussion period during the Institute.

Enrollment is open to radio, tv and advertising personnel and representatives of firms or institutions using educational or promotional tv programs. Class members will write, direct and produce tv programs under actual studio conditions.

N. J. Presbyterian Synod Sets Radio-Tv Workshop

THE Presbyterian Synod of New Jersey will hold a Radio-Television Workshop today (Monday) for the 500 Presbyterian ministers and directors of Christian education of New Jersey in the studio of Princeton Theological Seminary. Representatives of the broadcasting industry will be guest speakers.

Rex Marshall, tv network announcer, will speak on "How to Put Your Message Across." Herbert W. Hobler, formerly with NBC-TV and now with TelePrompTer, will discuss "The Impact of Television." Doris Ann and Martin Hoad, producers of religious programs for NBC, will discuss their work. Fred Martin, director of public affairs, WTTM Trenton, will point out the differences between a church service and a religious broadcast.

The workshop was planned by the Rev. Charles Brackbill Jr. of Elizabeth, director of the Synod's Radio-Tv Committee, and the Rev. John D. Burton of Mount Holly, director of broadcast training for the committee.

Teaching Fellowship

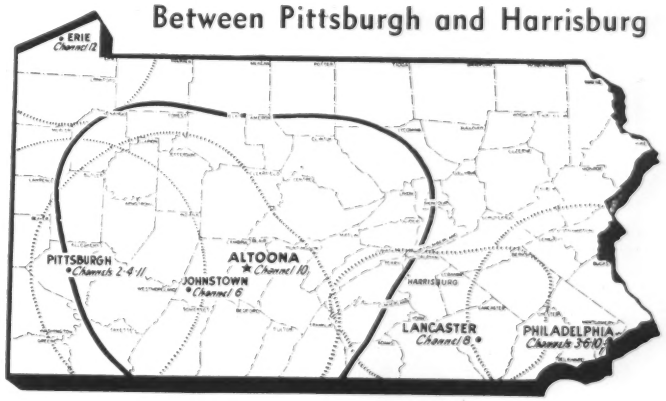
ESTABLISHMENT of a fellowship at Columbia U.'s Teachers College in recognition of the work of Dr. Frances Horwich, moderator of NBC-TV's *Ding Dong School*, was announced last week by Herbert Brock, president of American Character Doll Co., donor of the fellowship. It carries an annual stipend of $2,000 to be used for studies in the Dept. of Curriculum and Teaching at Teachers College, and will be available for the first time in the 1954-55 academic year. In creating the fellowship, Mr. Brock said: "We honor a great teacher and recognize the importance of fellowships for attracting gifted young men and women to the teaching profession."

One of the Nation's BIG STATIONS Celebrates Its FIRST Anniversary

WFBG-TV

CHANNEL 10 • FULL POWER • ABC • NBC • DU MONT

The Only Station You Need to Cover Pennsylvania Between Pittsburgh and Harrisburg



THE WFBG TV ... AM GABLE BROADCASTING CO.

1340 kc
NBC

Altoona, Pa.
Channel 10 Full Power 316,000 watts
ABC • NBC • DU MONT

Represented Exclusively by H-R Television, Inc.

NEA Session Discusses Tv's Educational Role

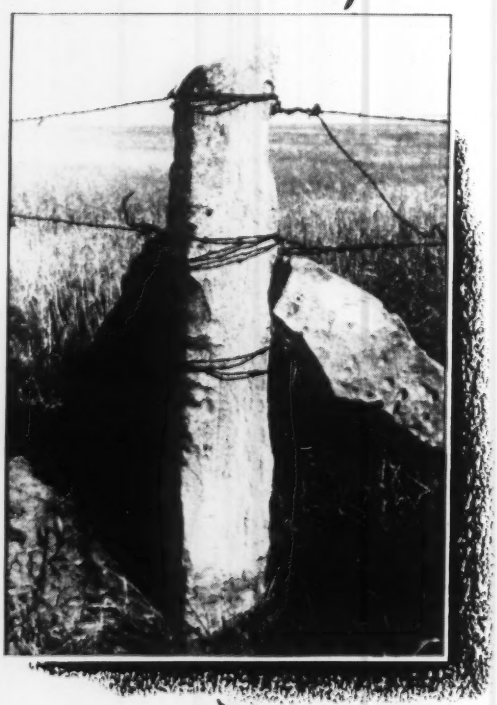
ROLE of school audio-visual directors in furthering educational tv was discussed at a National Education Assn. meeting in Chicago's Morrison Hotel.

A panel of speakers on March 4 talked on tv's role in education, development of community support for the medium, mobilization of school and community resources, evaluation and research and program production.

Among speakers at the March 1-4 sessions were George Jennings, radio-tv director, Chicago Board of Education; Graydon Ausmus, radio-tv director, U. of Alabama, and Paul C. Reed, consultant, visual and radio education, Rochester (N. Y.) public schools.

FEATURE speaker Carl Haverlin (c), BMI president, talks over highlights of WAAM (TV) Baltimore's fourth annual regional tv seminar with hosts and guests at Feb. 26 dinner meeting. L to r: Howard Bell, NARTB; Ken Carter, WAAM general manager; Mr. Haverlin; Ben Cohen, WAAM president, and Glenn Dolberg, BMI vice president. The two-day seminar was for tv students in the East and Southeast [B•T, March 1].

HERE KANSAS BEGINS



Westward from a pioneer stone fence post stretches 400 miles of America's richest wheat lands, dotted by farms and small towns. This is WIBW-land . . . 100% agricultural . . . big scale in its operations, its needs, its buying . . . with farm income of over $1.5 billion. Many advertisers are "discovering" this huge, unexploited market. At the same time, they're also "discovering" that the quickest, lowest cost way to sell their product is to use the medium that is the first choice of these farm families themselves—WIBW.

WIBW—CBS Radio, Topeka, Kansas

Ben Ludy, Gen. Mgr. WIBW-WIBW-TV, KCKN

Rep: Capper Publications, Inc.

London Editor Compares U.S., British Broadcasting

ADVANTAGES and disadvantages of both the U. S. and the British systems of broadcasting were noted by Geoffrey Crowther, editor of the *London* (England) *Economist*, in a talk at a lecture sponsored March 2 by the College of Commerce and the School of Journalism of the State U. of Iowa in Iowa City.

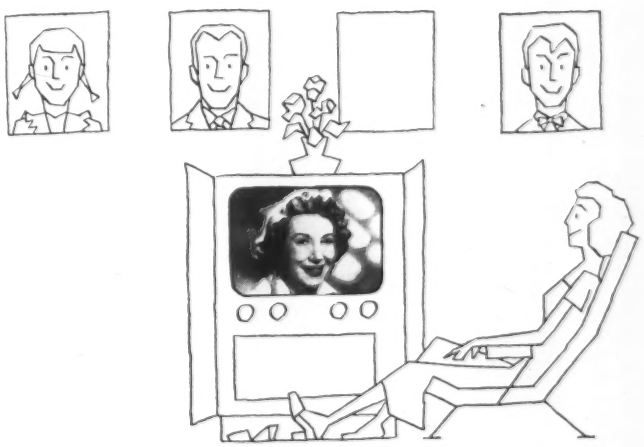
He said an advantage of the British system is that the spirit of competition is held in limit and the broadcaster is not dependent upon the advertiser's dollar.

He advocates for Great Britain the operation of three chains of systems to allow for competition, with one-fourth of the set-owner's fee going to each chain and the remaining fourth to the set-owner's favorite system.

Sylvania's College Plan

UNDER a new "Honors Cooperative Program in Electronics," outstanding college seniors in electrical engineering are eligible to take graduate work in their specialty at Standford U. and work full-time at the nearby Mountainview (Calif.) Labs of Sylvania Electric Products Inc. The program, announced by Cole H. Pilcher, Sylvania director of industrial relations, will start Sept. 1, with seven students participating initially. Mr. Pilcher said that under the program, the men selected will work a 35-hour week for a salary based on a 40-hour week, and at the same time will average six units of academic work (40% of a full-term course), enabling them to receive an M. S. degree from Stanford in two calendar years. In addition, as part of Sylvania's Educational Assistance Policy, each student will be reimbursed for 50% of his tuition fee upon satisfactory completion of each quarter's work.

the picture people prefer



pinpoint your tv audience in the **daytime** with **woai-tv**. do you sell products to women interested in cooking, gardening, interior decorating . . . mothers with young children . . . businessmen . . . kids? on woai-tv, top **nbc** shows and programs featuring well-known local personalities are beamed at specific daytime audiences. daytime rates are low. sales results are high when you sell to prospects only. check **petry** for available adjacencies and participations.

Capital Expenditure–

The best measure of business confidence

CONFIDENCE IN THE OUTLOOK for business is best evidenced, not by predictions alone, but more by a willingness to authorize expenditures for facilities needed to serve ever expanding markets.

American Airlines believes that the national economy is sound, that the country will continue to grow and that, despite any temporary dips, the long range trend will be upward.

Based on that confidence, American Airlines will, during 1954 spend $40,000,000.00 for airplanes, buildings and other equipment. This will include addition of Douglas DC-7 airplanes to the Flagship Fleet like those now operating nonstop between:

New York and Los Angeles	New York and Tulsa
New York and Chicago	Tulsa and San Francisco
Chicago and Los Angeles	New York and Dallas
Dallas and San Francisco	

These are the fastest services operating between these cities. DC-7 airplanes will soon be operating on other routes of the company.

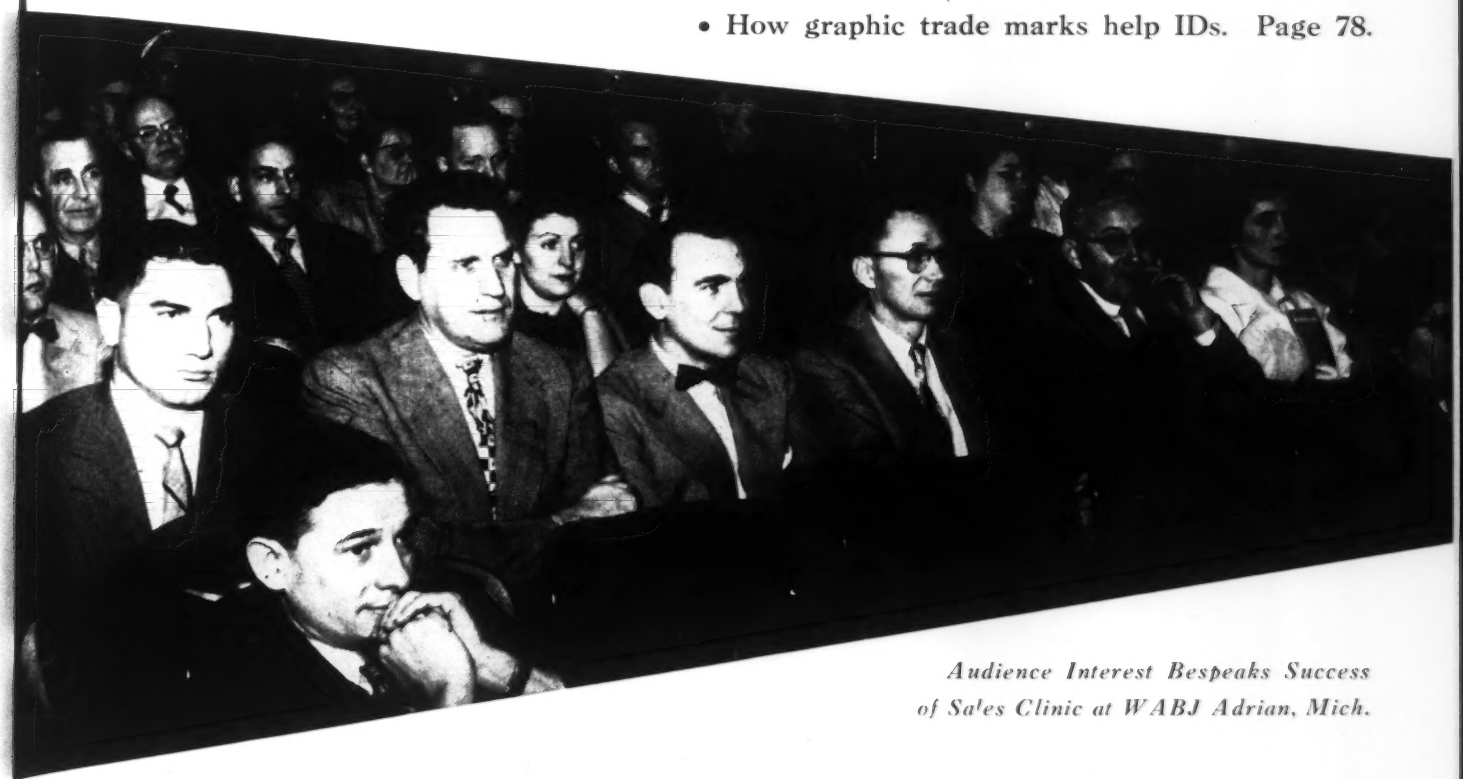
Air transportation will continue to grow and American Airlines will be prepared to give you more and better air transportation for passengers, mail, express and freight.

AMERICAN AIRLINES INC.

America's Leading Airline

features

- Listeners tell what radio means. Page 72.
- Success in broadcasting radio news. Page 74.
- How graphic trade marks help IDs. Page 78.



Audience Interest Bespeaks Success of Sales Clinic at WABJ Adrian, Mich.

'LET'S SELL OUR WAY TO PROSPERITY'

POWER of radio in shaping ideas and attitudes of a community was sharply demonstrated at WABJ Adrian, Mich., last month, when the station decided to do something constructive about curbing increased talk of a business recession in America. Grounded on the conviction that there was nothing wrong with business that a rejuvenated selling effort could not cure, James Gerity Jr., president of the independent outlet, and his staff prepared and held a sales clinic for all business people of Lenawee County.

After James Watson, sales training expert, had been engaged to conduct the clinic and space was rented for two employe sessions and one session intended for executives, WABJ started an extensive air promotion campaign. The clinic was plugged on station breaks and news shows. To stimulate further interest in WABJ's positive approach to recession chatter, station personnel made a door-to-door tour of the county extending personal invitations to attend the clinic to each business firm.

To combat skepticism which arose in some quarters as to why the station was going all out on a project intended for the betterment of all business rather than just its own, WABJ stressed in all its promotional efforts the thought that: "It logically follows that when your business is good, WABJ's business is good, too!"

On Feb. 9, the day the clinic was held, it was immediately evident that WABJ's idea was a success. Over 1,000 business men and women attended the three sessions. A morning and afternoon session, devoted to workers, were conducted by Mr. Watson on the theme "Seeing Yourself as Your Customers See You." In the evening, executives met to hear Mr. Watson discuss "Seeing Yourself as Your Employes See You."

WABJ reports that all post-meeting comment was favorable and that the general opinion of the 1,000 people who attended was that a clinic of this type ought to be held every six months.

Mr. Gerity, pleased with the outcome of the clinic, feels that aside from bettering business locally, WABJ had a wider objective when the clinic idea was first discussed. "It was felt that someone had to start the ball rolling. There was no better place to start than at the grass roots," he said. It's his hope that similar projects will get started in other communities creating so much talk of "let's sell our way to prosperity" that business people will have little time to bemoan slackening business conditions.

Even a few weeks after the WABJ clinic, the station is realizing dividends. Larry Payne, WABJ secretary-treasurer, said, "The clinic's success has already shown up in our books. During February, business held at WABJ. That was a month we understand it was off elsewhere."

R

MANY T

WHY do you like radio?

CBS-owned WCBS New York can cite more than 44,000 reasons, amassed over a period of 13 weeks in a contest conducted by its early-morning man, Jack Sterling.

The entries spell out one distinct fact that sets radio apart from all other media: Wherever you go, there's radio.

Men and women alike said they get up with radio in the morning; they eat breakfast with it; they depend on it for the correct time and the weather reports; men drive to work with it; housewives "work with radio" throughout the day. They go to bed with it.

Radio is universal. Over the 13-week period, entries arrived at a pace averaging 3,380 a week. They came from states from Maine to Florida, from as far west as Texas, from sailors on ships at sea.

The contest opened Nov. 23, ran to Feb. 20. Its only promotion was on the *Jack Sterling Show*, broadcast from 5:30-7:45 a.m., Monday through Saturday. There was a daily prize of a table-model radio—78 in all—plus the grand prize winners.

A Noroton, Conn., housewife, Mrs. B. C. Nash, took the first prize, a Mercury automobile, while a policeman at the Raritan Arsenal at Metuchen, N. J., George Bullock, won a week's trip for two to Puerto Rico as the second prize. The final winners were selected by a group composed of Dr. Cabel Greet of Barnard College, Columbia U.; Bruce Robertson, B•T, and Miss Edythe Meserand, founder of American Women in Radio & Television.

Have you visited the U. N. in session?
Have you ever brushed your teeth to a mazurka?
Or heard a Coronation ceremony while eating breakfast?
Have you ever mopped the floor to the blues?
Have you heard an atomic bomb explode?
Or heard Lohengrin while taking a steam bath?
Have you ever been bird watching with Bing Crosby?
Have you ever painted a fence and heard a National Political Convention?
Or trimmed a Christmas tree while listening to the Westminster Boys Choir?
I have, because I like and listen to the radio.

Mrs. B. C. Nash
Noroton, Conn.

Here is my reason why I like radio:

I like radio because it is like an undemanding guest who comes into my home, entertains me, instructs and enlightens me. It's an easy, relaxing guest who doesn't make me sit in the living room and give him my full attention, but lets me go on with whatever I want to do.

Mrs. Carl Bozung
397 Seminary Ave.
Rahway, N. J.

Radio brings the world to me. I am thrilled to hear voices of people destined to go down in recorded history; a privilege denied those of other ages. My children receive a broadening outlook, a wonderful supplement to their textbooks. Strict censorship assures clean entertainment. More than anything else radio brings people together, promotes understanding. Radio knows no religious or racial barriers. Talent, deeds, ideas count. Folks from far off isolated places, sophisticates from fast-moving cities are my neighbors via ear. I hear both sides of political controversies. Better informed, I vote more intelligently.

George F. Bullock
Police Dept.
Raritan Arsenal
Metuchen, N. J.

Its inexhaustible fountain of fun, fact and fiction flows freely night and day, rain or shine, indoors and outdoors—keeps me informed, enlightened and entertained—yet leaves me **free** to work, play and relax.

Mrs. B. R. Pam
700 Oakland Pl.
Bronx 57, N. Y.

RADIO

THINGS TO MANY PEOPLE

I came to America three years ago not knowing a word of English. At Christmas my mother bought me a radio. I listened to it as much as possible in the beginning, not understanding much. After a few months I began to understand, my English improved, and my school work improved. I owed all this to my radio. I know I would have learned the language after a time, but not as quickly. Now I am in the eighth grade and am better in my subjects than most of the kids my age.

This is why I like the radio.

Urve Edor
76-13 85th Rd.
Woodhaven 21, N. Y.

When I was a boy I lived in a small town where entertainment was hard to come by. If, by chance, an entertainer, concert luminary or theatre group paid us a visit, the countryside poured into town despite the many hardships incurred.

Today, the world of entertainment is at my fingertips. I merely relax in my easy chair, turn a knob, and no Kings of old could command greater singers or players than come to caress my ears.

That, I guess, is why I like the radio.

Albert Taxson
32-79 32d St.
Long Island City 6, N. Y.

My radio's the perfect thing—
It brings me news 'n swing 'n Bing.
It starts with just a click and turn,
No view to miss, no dials to learn,
No larger picture every year,
No dials and knobs on front and rear.
Its stations never miss and fuss—
Its warm-up never makes me cuss.
Its tubes are good for many a mile,
Its chassy never changes style.
Its cost and weight is not a lot,
It's way ahead of you know what—

S. G. Ford
179 Harrison Ave.
Fair Haven, N. J.

Why do I like radio? Let me count the ways:
For quiet hours of music and good talk,
That entertain but never interfere;
For reports on all that's new and now and here;
For filling all the humdrum household days,
With the company of those who do and dare and roam,
And making them a part of my small niche . . . my home.

Mrs. Ruth M. Brown
174 South Grand Ave.
Baldwin, N. Y.

Lucky winner of WCBS New York's "Why I Like Radio" contest, Mrs. B. N. Nash, accepts the keys to her new Mercury automobile from Ed Sullivan (r), columnist and CBS-TV star. The contest was promoted by Jack Sterling (l) on his daily Jack Sterling Show *on WCBS.*

SELLING NEWSCASTS— AP STYLE

Want to turn your newscasts into salable radio features? Here are some practical tips on how a number of stations throughout the country have increased station revenue by re-tailoring news shows to interest—and sell—a variety of sponsors. These result stories are reports from stations to the News Programming Committee of AP's Radio Member Assn., which last year conceived a special plan to help radio outlets realize greater profits from their news and news feature broadcasts.

WITH the goal of making news and news feature broadcasts more profitable for radio stations across the land, the News Programming Committee of the Associated Press Radio Member Assn. last August conceived a plan of asking member stations for positive, detailed examples—case histories—of approaches successfully used to sell a particular news or news feature program to a local sponsor.

In September 1953, the plan was put into operation. Each of AP's 1,250 member stations was provided with an accordion folder labeled "How Stations Sell AP News," with separate compartments for "Agricultural," "Amusements," "Banks and Insurance" and so on. With the file folder went an initial set of case histories and since then each station has received four more sales success stories each month.

Although designed primarily to assist AP member stations, the committee agreed to make its material available to any station, regardless of wire service affiliation, on the basis that what's good for the industry at large is good for AP members.

The ideas which have been exchanged to date point to some interesting conclusions. They emphasize that there may be nothing new under the sales sun, but even a slight new twist often proves effective in converting a routine sales effort into a successful close. Ingenuity is not confined to any geographical area or to wattage; some of the best ideas have come from smaller stations, the committee has found. Although sponsors are concerned with time availability and program costs, their chief interest is in *ideas*, as the following examples indicate.

bank buys on wbel

Commercial Manager Joseph E. Moen of WBEL Beloit, Wis., wanted to sell a daily news program to a leading bank in his city. In the past the institution had sponsored special event programs only, and on an infrequent basis. The bank had just completed an extensive remodeling and modernization project. In effect, it had created news. Moen reminded bank officials of this fact, showed them how the bank could gain a full dividend from its remodeling investment by regularly informing the public of the various services it offered. The bank signed a contract for regular sponsorship of news and later offered a testimonial to the "favorable comment and good response to our advertising."

localizing sales

KHBG Okmulgee, Okla., came up with a very simple—yet winsome—sales approach. Faced with finding a buyer for an unsponsored 15-minute state news period, Station Manager John Whitt made this suggestion to a hesitant prospect: Why not play the hit tune, "Oklahoma!" from the stage show to identify the localized nature of the program and the sponsor? That idea spelled the difference between a credit and a deficit for 15 months of the station's time. The prospect not only bought, he renewed.

personal touch

Henry P. Johnston, president of WAPI Birmingham, Ala., remodeled a time-honored method of personalizing an audience. Aware of the average person's psychological reaction to his name on the air, he had his staff save local, regional and national news reports in which the names of Alabama persons were mentioned. These were sent to the individuals involved, together with the station's news schedule and personal notes inviting them to listen. Prospective sponsors were shown the bulky file of appreciative replies—real names, real people, real customers. WAPI has no difficulty keeping its news sponsored.

drive-in prospects

Commercial Manager Bob Proctor at WLBJ Bowling Green, Ky., decided that a local drive-in theatre was a good prospect for a news feature program. He localized a feature script, "Stars Over the Horizon," by including bits of information on movie personalities currently being shown on the big screen. The idea has proven profitable.

banker takes to radio

General Manager Philip B. Hirsch, WLEU Erie, Pa., had a problem. His 15-minute noontime newcast, in a city with five stations and two daily newspapers, needed a sponsor. He did some thinking. Then he approached President W. J. Flynn of the Bank of Erie. The idea not only was a daily news program, but part of the 15 minutes would consist of a commentary by Mr. Flynn. The program format was this: Opening commercial, national and regional news until 12:09; a second commercial, then by remote for President Flynn's remarks, and back to the studio for weather and close. Additionally, the bank executive could count on a special feature, "Between the Lines," for his commentary. The bank bought and remains sold on the idea of an informative and friendly daily visit into homes instead of the old and stilted type of bank advertising.

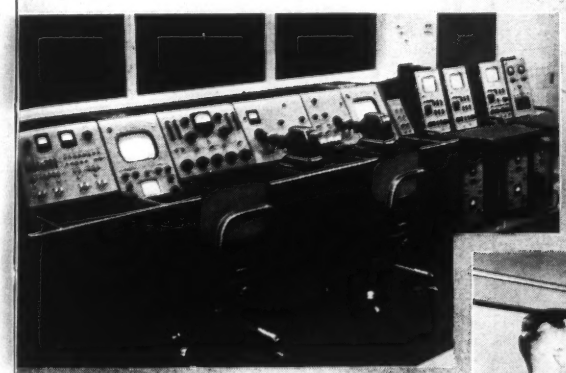
General Manager Harris Lipez of WBPZ Lock Haven, Pa., saw the perfect tie-in between the Susquehanna Quick Freeze & Cold Storage Co.

PROVEN PERFORMANCE with *Federal* TV at KSWS-TV...

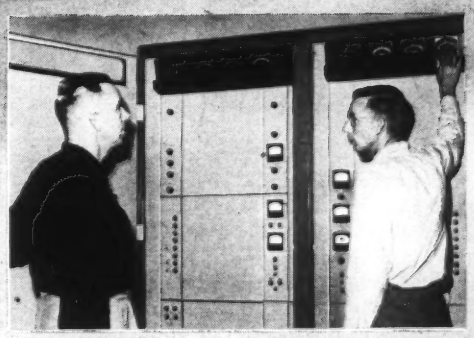
A FEDERAL VHF INSTALLATION

KSWS-TV (Channel 8) Roswell, New Mexico . . . on the air since June, 1953 . . . in the rich and rugged Southwest area . . . has been achieving new, high standards of coverage and picture quality with its *all*-Federal VHF installation. Executives of KSWS-TV report "excellent reception from 100 to 186 air-line miles from the transmitter" . . . as well as "one of the best-transmitted pictures from film in the country."

This is the kind of *proof* that counts! And it's coming from areas throughout the U.S. . . . *proof* of the high-quality signals, wide coverage and dependable performance delivered by Federal VHF and UHF installations. Investigate Federal TV equipment for your requirements . . . whether for a small two-man operation or an elaborate multi-studio station. Federal has the equipment and the know-how to do the job.



The KSWS-TV control room features simplicity of layout . . . with maximum operating efficiency. Transmitter Console, Poly-Efex Scanner, Master Monitors and Camera Control units provide complete station control. Film, slides, studio and network program material are handled with a minimum of operating personnel.



J. A. Barnett, owner, and J. C. Porter, general manager of KSWS-TV, inspecting the FTL-19B 7.5 KW Federal VHF transmitter . . . outstanding for excellent picture quality and trouble-free operation since first going on the air.

KSWS-TV uses Federal's remarkably successful 16-bay High-Gain Triangular Loop Antenna . . . mounted atop this 710-foot tower. Exceptionally wide coverage is produced by its gain of 17.1.

Mr. Porter states: "Consistently good reception has been reported in the White Sands area about 150 miles from Roswell . . . despite a 9,000-foot mountain range half-way between the two points."

KSWS-TV

Distributed by Graybar Electric Company

Federal Telecommunication Laboratories

TELEVISION BRANCH ROUTE 17, LODI, N.J. Main Office: 500 Washington Avenue, Nutley, N. J.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P.Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.

and the daily commodity and stock report. The company management saw the tremendous possibilities, for the information had an appeal to both the farmer, for whom the company did butchering and freezing, and the consumers, who made food locker plant prospects. Said Howard Miller, president of the cold storage firm: "Through the daily use of this program on WBPZ, I have found that my business has increased to the point where we are now handling the maximum volume our present facilities allow. All lockers have been rented. . . ."

news proves 'perfect tie-in'

WBVP Beaver Falls, Pa., is located in the nation's seventh largest industrial area. Station Manager Thomas B. Price saw it was only natural to provide newscasts as briefly and as often as possible for an audience as busy as this one. WBVP drew up a schedule of 20 news spots a day, based on regular five-minute summaries. The capsule approach has attracted considerably more sponsors as well as holding those who already had news programs. For example, a local market is past its 1,000th edition of the *Noon News,* and an oil company has sponsored the 6 p.m. news, five times a week, for more than two and a half years. Other sponsors are banks, tires and tubes, soft drinks, beer and electrical appliances.

spot news for busy area

WCOA Pensacola, Fla., ran into the usual wondering by newscast sponsors whether they were being heard at the most advantageous hour. The station decided to make sure all were satisfied. It devised a "round robin" schedule to permit each sponsor to be heard at a different time each week. This is in addition to the station's regularly scheduled news programs. WCOA has a "sold out" situation 90 per cent of the time.

round-robin newscasts

General Manager Cecil Woodland's staff at WQAN Scranton, Pa., saw that the First National Bank took pride in its various services to all types of individuals. Why not offer a series of programs designed for all types of listeners? WQAN's sales department presented the idea to Frank Stemple, executive vice president of the bank; got him interested, and let him personnally pick the variety of news and feature material to be included. The variety he selected runs from "Fix-It-Make-It" tips to community and sports. It is a twice-a-day program.

news ties in with services

KWBB Wichita, Kan., made "big" advertisers out of little ones by selling three important 15-minute newscasts to a trio of non-competitive advertisers. Each of the three sponsors is credited in the opening and closing announcements, and each receives a commercial during the program. In this way, the advertisers reach audiences three times a day for the price of one program alone.

triple dividends

Salesman Wally Voigt at WAIR Winston-Salem, N. C., knew that the management of of Central Carolina Motors, the local Cadillac-Oldsmobile agency, was highly quality conscious. Voigt approached the agency with the suggestion of a spot news program. He used this simple clincher—"The AP is the Cadillac of the news field." The agency bought. From a start of five-minutes daily, the program now is a daily ten minute show.

new twist sells car dealer

The overall "How Stations Sell AP News" program has provided a followup to "Archie," the animated composite radio time salesman, who attended state radio meetings and NARTB sessions throughout the country three years ago under the auspices of the AP to show stations facts and figures on the salability of news.

From his vantage point, on a portable movie screen, "Archie" explained among other things, that 74.6 per cent of women listeners tune in a morning newcast, that 90 per cent of all listeners tune in the daily weather forecasts, and that radio news has the highest percentage of men, women and children listeners of any program type—74 per cent.

The "How Stations Sell AP News" supplements this knowledge with examples of how this information can push through a news sale.

Spearheading the News Programming Committee's program is Daniel W. Kops, vice president and general manager of WAVZ New Haven, Conn. His committee associates are Richard Mason, WPTF Raleigh; Lester Lindow, WFDF Flint; Donald D. Davis, WHB Kansas City; Howard Pill, WHEP Foley, Ala.; Charles Crabtree, KOIL Omaha, and H Quenton Cox, KGW Portland, Ore.

Sorry, girls, we're being deliberately "singular" in this case—because of the sign above. But, don't worry; we know what you do to make BROADCASTING•TELECASTING the most power-packed, helpfully-edited magazine it is. We know what all of you do to make B•T keep the eyes of thousands of decision-making B•T readers in agencies and companies focused on the pages of the greatest magazine in its field. If we didn't, The American Research Bureau will tell anybody—based on its penetrating survey proving that each issue is read every Monday by 4.68 top sales-moving people in agencies and advertising offices using radio and TV.

P.S. Like a copy of the survey mentioned? Just drop us a card, telegraph or write.

COLOR SCENE

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

March 15: *Name That Tune,* 8-8:30 p.m., Monday (Block Drug Co. through Cecil & Presbrey alternating with Speidel through Sullivan, Stauffer, Colwell & Bayles).

March 19: *On Your Account,* 4:30-5 p.m., Friday (Procter & Gamble through Benton & Bowles).

March 22-23: *Three Steps to Heaven,* 10:45-11 a.m., Monday and Tuesday (Procter & Gamble through Compton Adv.).

March 28: *American Inventory,* 2-2:30 p.m., Sunday (sustaining).

March 31: *Eddie Fisher,* 7:30-45 p.m. Wednesday (Coca-Cola through D'Arcy Adv.).

April 4: *Paul Winchell Show,* 7-7:30 p.m., Sunday (Procter & Gamble for Cheer and Camay through Young & Rubicam).

April 11: *Youth Wants to Know,* 1-1:30 p.m., Sunday (sustaining).

April 18 (Easter): *The Catholic Hour,* 1:30-2 p.m., Sunday (National Council of Catholic Men).

April 25: *American Forum of the Air,* 2-2:30 p.m., Sunday (sustaining).

[Note: This schedule will be corrected to press time of each issue of B•T.]

You get these PLUS + VALUES with RCA tubes

Top-notch Distributor Service

The services of your RCA Tube Distributor are as close as the telephone on your desk. When you buy through your local RCA Distributor, you simplify and centralize ordering procedures. Your RCA Tube Distributor acts as your local warehouse . . . assures you of quick, dependable delivery from his large and well-balanced stocks. You'll find him friendly, courteous, and always ready to help you with your tube requirements.

Planned Tube Inventories

Now you can avoid tube "shortages" and "overstocks" by adopting RCA's new TUBE INVENTORY MAINTENANCE PLAN. Your RCA Tube Distributor will make a survey of the tube requirements of your broadcast equipment and suggest a tube inventory plan tailored to your particular operation. There is no charge for this service.

Research and Engineering Leadership

Throughout the years RCA has worked closely with the broadcast industry, developing the new tube types required for each advance in broadcasting. The same RCA teamwork and leadership that have provided such famous tube families as beam power tubes and television camera tubes, will continue to bring you outstanding new types of tubes for the further development of broadcast services.

RCA®

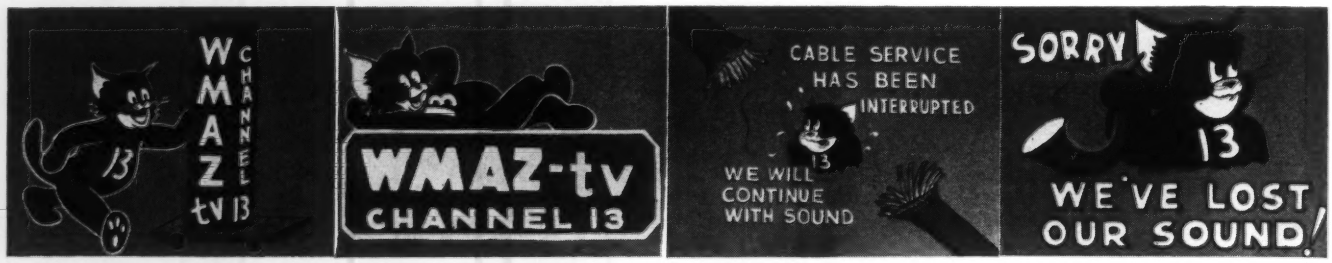
RADIO CORPORATION of AMERICA

ELECTRON TUBES HARRISON, N. J.

IDs made lively with graphic trade marks

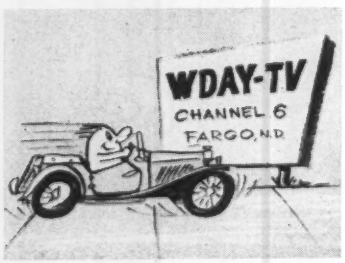
ENOUGH television stations take advantage of ID time to further promote their station "trade marks" to constitute a definite trend. While these trade marks cover a wide range, birds, animals and "little men" seem to be most popular.

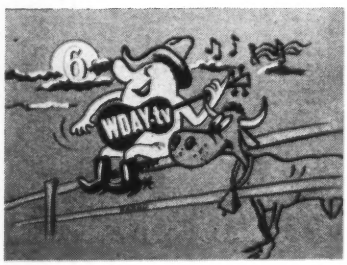
Willy Wood, above, is known wherever the WOOD-TV Grand Rapids, signal is received. Willy, designed by artist Harry Weslund of Grand Rapids, is quite versatile as the four IDs shown here indicate. WOOD-TV uses Willy on 10-second station breaks, IDs and 20-second promotional announcements.



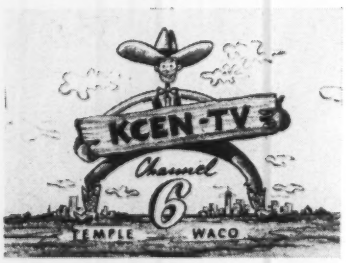
BLACK CAT seemed to be the obvious mascot for WMAZ-TV Macon, with its channel 13 assignment. Station promotion men emphasize that this particular black cat is a *happy* one. Most popular series of station IDs are illustrated above, showing Teavie, the mascot, performing a typical assortment of chores.

KCOP Los Angeles has a wide range of ID topics but one of the most popular series makes use of the KCOP Cop as well as the channel No. 13. The Big 13 on the left, was first used after the station was purchased by The Copley Press Inc. to emphasize call letters and viewer dial position.





"BOTTLE MAN" of WDAY-TV Fargo goes through endless antics to delight the viewers in that area. Two of the more animated may be seen at the left.



THE LONG, tall Texan, at the left, helps KCEN-TV Temple emphasize station coverage promotion. Other IDs show the KCEN-TV studio building.

KPIX San Francisco's Pixie has been in use since 1949. Latest model Pixie, shown at right, is flashed at station breaks.

METROPOLITAN'S ANNUAL REPORT TO POLICYHOLDERS FOR 1953

Over a Billion Dollars

Paid to Policyholders and Beneficiaries—the Largest Sum in the History of Insurance

More benefits to more people were paid by Metropolitan in 1953 than have ever been paid by any Life insurance company in a single year. Payments to policyholders and beneficiaries amounted to $1,029,000,000.

All in all, 1953 was an outstanding year in your Company's operations. In most respects, it was the best in Metropolitan's 86-year history. In the light of the high level of economic activity in the United States and Canada, and the ability of our Field organization, this is not surprising. We can take pride in reaching new heights in service to the peoples of our two countries.

National Economic Conditions

In retrospect, 1953 was a year of transition. Uppermost in the minds of all, but particularly those with sons of military age, was the cessation of hostilities in Korea. Nevertheless, we fully realize that our goal of a world at peace is far from won, and it is incumbent upon us to continue to remain militarily strong. With Korea no longer an active military theatre, we can convert some of our industrial facilities from production of materiel for human destruction to the satisfying of human wants.

On the domestic front, a number of influences have been at work to materially reduce the inflationary forces, which for so many years have been driving the cost of living to ever greater heights. The curtailment of war production, a temporary catching up with civilian demand in some areas, a determined effort to achieve a balanced budget, and a return to more orthodox management of public debt and fiscal affairs—all have played their part.

We in the Life insurance business are particularly conscious of the effects of inflation, which bear so heavily on the thrifty and those dependent on fixed incomes. All efforts to control this danger should receive our fullest support.

In the year ahead, business will be more competitive, but this is no cause for concern. Competition provides the same goods at lower prices, or better goods and services at the same price. The United States has grown to its present outstanding position on the basis of competition in a free market.

We are passing through a readjustment period, and have been for a number of months, but fundamentally this country is strong. We have, far and away, the greatest productive capacity of any country in the world. More than this, the people of this country and Canada have not lost their fundamental traits of thrift, initiative, and faith in God. Our two countries will go to much greater heights of prosperity in a peacetime economy than ever could be achieved in the midst of war.

Metropolitan Highlights of 1953

During 1953, Metropolitan's gain in Life insurance in force was substantially larger than was ever previously recorded by Metropolitan or any other Life insurance company in any one year. Metropolitan's Life insurance in force, at the end of 1953, totalled more than $56 billion. The number of people covered under all forms of Metropolitan policies reached a record high of over 37 million.

The assets of the Company, which help guarantee the fulfillment of its obligations, increased by $719,000,000 and reached $12,312,000,000 at the close of 1953.

Dividends to policyholders during the year reached an all-time high of $214,829,000. The interest rate earned by Metropolitan investments, after deducting investment expenses, increased to 3.31% (compared with 3.21% for 1952), and stood at 3.09% after the Federal Income Tax. Mortality continued at a low rate. Expenses increased moderately, largely because of the increased volume of business.

In citing the 1953 accomplishments, we wish to pay particular tribute to the 48,000 men and women in the Metropolitan organization who have made these results possible.

President

For a more complete story of Metropolitan's operations during 1953, mail the coupon below.

METROPOLITAN ASSETS AND LIABILITIES—DECEMBER 31, 1953

(In accordance with the Annual Statement filed with the Insurance Department of the State of New York.)

ASSETS WHICH ASSURE FULFILLMENT OF OBLIGATIONS

Bonds		$8,437,418,065.78
Industrial and Commercial	$4,172,794,376.37	
U. S. and Canadian Government	1,890,206,554.53	
Provincial and Municipal	65,021,712.72	
Public Utility	1,642,459,573.13	
Railroad	666,935,849.03	
Stocks (All but $16,476,038.61 are preferred or guaranteed.)		172,718,060.11
Mortgage Loans on Real Estate		2,336,397,134.83
On urban properties	$2,157,837,445.45	
On farms	178,559,689.38	
Real Estate (including housing projects and properties for Company use)		443,446,660.78
Policy Loans (made to policyholders on the security of their policies)		488,853,000.73
Cash and Bank Deposits		156,401,445.73
Other Assets (chiefly premiums and interest outstanding)		276,698,999.17
TOTAL ASSETS TO MEET OBLIGATIONS		$12,311,933,367.13

OBLIGATIONS TO POLICYHOLDERS, BENEFICIARIES, AND OTHERS

Statutory Policy Reserves		$10,438,536,909.00
Policy Proceeds and Dividends Left with Company at Interest		689,329,021.00
Set aside for Dividends to Policyholders (payable in 1954)		203,618,054.00
Policy Claims Currently Outstanding		60,640,032.54
Other Policy Obligations		93,674,723.78
Taxes Accrued (payable in 1954)		51,633,831.58
Security Valuation Reserve (prescribed by the National Association of Insurance Commissioners)		25,845,145.00
Contingency Reserve for Mortgage Loans		5,050,000.00
All Other Obligations		28,213,270.94
TOTAL OBLIGATIONS		$11,596,540,987.84
Special Surplus Funds	$110,683,000.00	
Unassigned Surplus	604,709,379.29	
TOTAL SURPLUS FUNDS		715,392,379.29
TOTAL OBLIGATIONS AND SURPLUS FUNDS		$12,311,933,367.13

NOTE—Assets amounting to $586,852,295.40 are deposited with various public officials under the requirements of law or regulatory authority.

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

HOME OFFICE: 1 MADISON AVENUE, NEW YORK 10, N. Y.
PACIFIC COAST HEAD OFFICE: 600 STOCKTON STREET, SAN FRANCISCO 20, CAL.
CANADIAN HEAD OFFICE: 180 WELLINGTON ST., OTTAWA, ONTARIO, CANADA

METROPOLITAN LIFE INSURANCE CO.
1 Madison Avenue, New York 10, N. Y.

Gentlemen:

Please send me, without charge, a copy of your Annual Report to Policyholders for 1953.

NAME.....

STREET.....

CITY.....STATE.....

FILM SERIES 'TELE-PREMIERE'

EFFORTS of Roland Reed Productions, United Television Programs and KTTV (TV) Hollywood united recently to present the industry's initial tele-premiere to herald the start of *Waterfront* film series the following week on the station. To this end, UTP preempted one of its programs on KTTV, which time was given over to televising comments and interviews of Hollywood stars and press as they left the preview screening. Setting for the tele-premiere was a specially constructed replica of the tug boat used in *Waterfront*. Featured guests included officials from Standard Oil of Calif., which sponsors the series in seven western states, and executives from BBDO, firm's agency.

JUDGE'S CHARGE RECORDED

A FORTY-minute Superior Court judge's charge to the jury was tape-recorded by WKNE Keene, N. H., the first time, that station believes, such a recording has been made in New Hampshire. WKNE broadcast the recording and prepared a recording for Keene State Teachers College, where it will be used for instruction purposes. The station reports that this is part of a concerted effort to bring this type of public service to its audience. City council meeting are being broadcast and plans are underway to cover school board meetings, according to WKNE.

WOONSOCKET MARDI-GRAS

WJAR-TV Providence, R. I., filmed the gala Mardi-Gras festivities conducted by Woonsocket, R. I. The celebration featured a two-mile parade with 21 floats and 16 bands and was viewed by about 65,000 people, according to WJAR. The films of the 6:30 p.m. parade were edited and processed on the spot and were ready for airing at 11:15 p.m. from the Providence studios. Guest interviews were conducted on various programs all day. WJAR received a memento and certificate of appreciation from the Woonsocket Junior Chamber of Commerce for the use of the studio facilities, filming of the celebration, and the time and effort put into the programs. Woonsocket was the second city WJAR has visited in its series of tv visits to cities and towns in its viewing area.

Too Good to Use

WHAS Louisville started a new series, *Squad Car*, featuring on-the-spot recordings of after-dark assignments of Louisville's cruiser police, found itself holding a hot potato after taping its first material for the series on Jan. 8. The prowl car in which WHAS Program Director Sam Gifford and news reporter Jim Van Sickle were riding bumped into a fatal shooting the very first night and the two men recorded weeping of the victim's wife, questioning of the accused slayer by police and the voice of the victim's eight-year-old daughter, who is said to have witnessed the shooting and called police. Both the defense and Commonwealth attorneys, after hearing the recordings, asked that airing of the program be delayed since otherwise it would be difficult to summon an unbiased jury for the trial. WHAS complied and was to substitute a later program for initial airing of the series, sponsored by the Bank of Louisville.

MYSTERY COMBINATION DEBUT

KABC Hollywood *Murder in the Afternoon*, five times weekly hour-long program in 2-3 p.m. time slot, consisting of a half-hour each of *Boston Blackie* and *Philo Vance*, made its debut with little advance promotion. In the first week, reports Station Manager Amos Baron, KABC jumped from 5th to 2nd place in the ARB ratings for that hour. The two Frederic W. Ziv transcribed packages, tied together by Orval, the "mysterious" host, is bringing the station much unsolicited mail, the majority of which is from women who have no time in the afternoon to watch tv, but can now hear the programs they used to enjoy on radio in the evening before the advent of tv, Mr. Baron said.

FLASH CAMERA PREMIUM

A 10-PIECE flash camera set will be offered free to each buyer of a Hallicrafter Highlander portable radio, according to advertising campaign plans announced by Advertising Director John S. Mahoney. The portable retails for $39.95 and the camera set, with the flash attachment, bulbs, film and gadget bag, is valued at $12.95.

Cox Films Arrest

ON hand to get the only filmed record of the apprehending of two men at Smoke Tree Ranch, Palm Springs, after President Eisenhower's return there from the golf course, Jim Cox, West Coast station relations representative for BMI, covered the incident with a movie camera, making what is believed to be the first spot news coverage in color. Able to leave the area before complete security was effected, Mr. Cox has offered the film to all tv stations on a cooperative basis.

WSPD TOLEDO SIMULCAST

WSPD-AM-TV Toledo claims its simulcast of *Kiddie Karnival* represents the first simulcast in that city. The 25-year-old program, emceed by Jules Blair, is a talent show for youngsters and WSPD says the program was the springboard to fame for such present-day stars as Teresa Brewer, Sally Carr and Shirley Mitchell. The stations report the simulcast is creating a great deal of interest in the area.

PICKING A WINNER

ONE way or another, Columbia Pacific Radio Network account executive Ralph Glazer made money on Apple Valley. When the racehorse of that name won at Santa Anita while Mr. Glazer was betting on another horse, he recovered the $2 loss and a bit more by selling Apple Valley Inn, a resort hotel in California town of same name, the half-hour documentary program, *Hard Luck Champion*, on 12 CPRN stations. The program is based on career of the racehorse, which is named after the town.

OHIO STORM BROADCASTS

RECENT flash snowstorm which hit the Ohio area brought many stations opportunity to perform extraordinary public service. WGAR Cleveland reports that all radio outlets responded to the emergency with most managing to sign on with engineer and announcer to convey school closings and other pertinent emergency information. Ford Motor Co. and Thompson Products purchased all available afternoon station breaks over WGAR to instruct workers when to report to work, that station reports. WTAM Cleveland's 17-piece *Morning Bandwagon* was reduced to seven, and many executives manned mikes in the crisis which saw about 50% of stations' personnel snowbound. WEOL Elyria-Lorain reports that its engineer remained at the controls for 56 consecutive hours, with the station broadcasting for 51 hours of that period. WEOL also reports that it broadcast over 5,000 bulletins during the four-day period.

KOMA-KWTV (TV) Oklahoma City this year will sponsor, with the local Junior Chamber of Commerce and three city Chevrolet dealers, the Soap Box Derby contest in that city. Shown with a convertible furnished by the dealers to KOMA-KWTV, which claims it is the first radio-tv sponsor for a local derby, are Montez Tjaden, promotion manager, and Edgar T. Bell, general manager.

'WILD CAVE' BROADCASTS

THE DISTINCTION of being the first station to broadcast a program from so-called "wild caves" is claimed by WCUM Cumberland, Md. The station claims support for its contention from the National Speleological Society. The program, titled *Cumberland, U.S.A.*, was made possible by WCUM's news editor and an assistant who journeyed to several caves and tape recorded the program from the inside using miners' helmets and ropes and necessary recording equipment. The station reports much favorable comment from listeners.

MAGNIFYING GLASS PROMOTION

A CARD with an attached magnifying glass and an explanation that KITE San Antonio, Tex., "magnifies sales results" has been sent to agenices by that station. The card poetically states that "the product is right if you heard it on KITE." An arrow points to a black spot and the copy says that the same spot will look twice as big under the magnifier, adding, "Spots on KITE get bigger results too."

WOOD-TV STORE DISPLAY

WOOD-TV Grand Rapids, Mich., reports teaming up with Herpolsheimer's department store there to present a giant display promoting the station's record of public service and its new

-thank you, MR. DONOVAN

FOR PUBLISHING THE FACTS ABOUT COFFEE PRICES

It really is a compliment to coffee when the American people can ask their congressmen to forget atomic bombs, world peace and taxes and concern themselves with a two-or-three-cent beverage.

Coffee is cheap at about 2½¢ per cup, in your home

52 Trees Just For You—It takes an *entire* coffee tree to supply *one* American family with coffee for *one* week.

A Crop in Five Years—It takes a coffee tree *5 years* to bear after planting. If frost or other things kill a farmer's trees, it will be 5 years before he can hope to have any income—if he is not too broke to start over.

Hand-Picked—4500 to the Pound—Coffee trees must be picked by hand, one berry at a time. There are approximately 4500 beans in one pound.

Coffee in the Depression—During the 1930's, coffee growers were on such starvation prices that a great many allowed their trees to die. They plowed up land for other products. No new trees.

More Coffee Drinkers—At about this time, people all over the world gradually began drinking more coffee. After World War II, many European countries started buying coffee—some who had used almost none before.

Coffee Countries Try to Catch Up—As the coffee countries realized demand was picking up and that they would not starve to death growing coffee, they began new planting. We had expected a bumper crop this year.

The Kiss of Death—Then the big frosts (worst in 35 years) hit Brazil. Many a planter's life's work was wiped out. There were several suicides. Others have very little coffee to sell—therefore, *must* get more for what is left.

The Mysterious "They"—People ask, "What are 'They' doing to coffee? What are 'They' going to do about coffee?" There is no "They." There is positively no nation, group or any one person who is making a "killing." Also, coffee is one of the few products whose price is affected *only* by supply and demand. The ideal way for a coffee grower or coffee roaster to make money is to sell a *lot* of coffee at the cheapest possible price. Of course rising prices sometimes overshoot from momentum. It is possible there could be a lowering later.

Our Good Customers and Friends—Coffee countries manufacture very little of anything. They buy almost everything from the U. S.—and you know what some of our prices are like. Their heavy purchases help, in a big way, to keep our wheels of industry turning—to make work for American labor. In our fight against Communism some of our very staunchest friends are among the coffee countries.

Printed as a public service by the Donovan Coffee Company, Birmingham, Alabama, makers of Red Diamond Coffee.

This advertisement was published independently by the Donovan Coffee Company, Birmingham, Ala. We reprint it because we believe that the fair-minded housewives of America should be told the truth so that they can judge for themselves.

Thanks, too, Mr. Donovan, for reminding us all that a good cup of coffee at home still costs only about 2½¢. We can all certainly afford a "Coffee-break" and enjoy the gentle, bracing lift that comes only with a good cup of coffee. There's no substitute for it.

© 1954

PAN-AMERICAN COFFEE BUREAU, 120 WALL STREET, NEW YORK 5, N. Y • BRAZIL • COLOMBIA • COSTA RICA • CUBA
DOMINICAN REPUBLIC • ECUADOR • EL SALVADOR • GUATEMALA • HONDURAS • MEXICO • VENEZUELA

Yes, it's got the gals going . going to the Channel 5 Club, WMCT's sensational new audience participating show Prizes, gags, spontaneous on-the-spot humor, and interviews with Gene Perkins and Bob Smith doing the emceeing.

Participating spots are now available, and they are going fast See your nearest Branham office.

WMCT

CHANNEL 5 • MEMPHIS

NOW 100,000 WATTS

Memphis' first TV Station
WMC WMCF WMCT
National Representatives
The Branham Company

NBC-TV-BASIC
Also affiliated with ABC and DUMONT
Owned and Operated by
The Commercial Appeal

facilities. The exhibition was located in the store's three-story corner window and featured a large map of Michigan superimposed by a circle of WOOD's ch. 8 coverage, and a reproduction of its new 1,000-ft. tower, complete with blinking red lights. Pictures of national network personalities flanked the map. The ground floor attraction was centered around WOOD's new facsimile machine which attracted many shoppers who watched the pictures coming over the wire from New York.

Fire Strikes Twice

FIRE in Louisville, Ky., struck twice in the same building in five years and WAVE-AM-TV were on the spot to give complete coverage both times. The fire in each case was in an apartment over a store building located diagonally across from the WAVE building.

The first one occurred May 6, 1949, just six months after WAVE-TV began operation. The second fire happened just before midnight Feb. 22 and WAVE-AM-TV remained on the air an extra hour until the blaze was out. Four persons were fatally burned and three were seriously injured. In both cases station newsmen were on the scene from the first alarm and tv cameras telecasted the disaster from the newsroom window across the street.

The Associated Press, commenting on the second fire, reported: "WAVE-TV provided thousands of its viewers in Kentucky and Southern Indiana with a first-hand account."

KABQ POSTCARD PROMOTION

INCLUDED with March mailing of KABQ Albuquerque program schedules to agencies and representatives is an oversized postcard showing several jackrabbits on the desert. On reverse side is the rhymed message, "Who's Fooling Who? Not KABQ!", which points out that rabbits occupying vast empty desert spaces covered by high watt stations are not good, or even potential customers of advertisers in New Mexico's biggest market. The promotion then plugs advantages of 250 watt KABQ.

MEDICAL COLORCASTS

HEALING techniques were demonstrated to some 3,500 doctors by color television during the annual clinic conference of the Chicago Medical Society in that city last week.

The colorcasts were beamed March 2-4 by closed circuit from County Hospital on a large screen specially set up for the clinic. They were piped to an estimated audience of 1,000 people each day in the grand ballroom of the Palmer House, the site of the clinic.

Techniques were shown for treating backaches, slipping spinal discs, and patients who have had their larynxes removed. The clinic was designed as a refresher course for newest developments in scientific medicine, and demonstrations were sponsored by Smith, Kline & French, the pharmaceutical house.

COUNCIL MEETING COVERAGE

PUBLIC response to live coverage of all local city council meetings by WMIX Mt. Vernon,

The newspapers have long conducted a crusade to have some sense brought into our tax structure.

Simple justice suggests that everybody pay his own way, pay it once and not support anybody else in the process.

The railroads of the country realize that they are not alone in suffering tax inequities.

At the same time, as the country's most vital form of transportation, they feel justified in bringing their case as forcibly as possible before the public.

For the railroads are operating at a level of profit far below that of other American industries—a level that discourages new investment.

One of the reasons is that the railroads are compelled to pay taxes which help to subsidize their competition – in the air, on the water and on the highways.

It works like this. The railroads purchase their own rights of way. They build their own stations. They maintain their own safety devices and signalling systems. On top of this, they pay heavy taxes on these facilities.

Then, a goodly portion of the taxes they pay goes to build and maintain roads, waterways, airports, safety devices and signalling systems for their competitors – facilities provided out of federal, state and municipal tax funds.

It is the railroads' contention that if *all* carriers paid their just share of the costs of the facilities they use, the public would be better served. For competition would be more equitable. And free and open competition has always served the public best.

Speaking of taxes, have you considered how much of the taxes *you* pay go to subsidize forms of transportation operated for private profit?

In figuring this, you can eliminate the railroads – which pay their own way, and *then some* . . . Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

Ill., has been so tremendous that the station plans to continue the series on a regular basis, according to Raymond J. Cheney, general manager of that station. WMIX had been carrying taped excerpts of sessions for some time, but the council gave approval to direct coverage in line with moves to expand the city, Mr. Cheney said.

TEXACO PROMOTION

TO STIMULATE dealer interest in its six times weekly quarter hour *Texaco Sports Final* on 30 CBS Radio Pacific and Mountain stations, Texas Co. was host to more than 700 Los Angeles area Texaco dealers immediately following the initial broadcast March 1 when CPRN Hollywood sports director Tom Harmon gave them a capsule version of his evening's program. He also moderated a sports panel with questions from the audience answered by football star Bob Waterfield, jockey Johnny Longden, boxer Art Aragon and auto racer Sam Hanks. William D. Shaw, CPRN general manager, following a brief talk, presented the CBS Radio color promotion film, "More than Meets the Eye."

LEGISLATURE TV 'FIRST'

A SESSION of the Missouri legislature was televised by KSD-TV St. Louis, according to that station. Gov. Phil M. Donnelly's opening address from the capitol at Jefferson City was carried by microwave relay to St. Louis. In connection with the telecast, Frank Eschen, KSD-TV special events director, became the first "outsider" to address the Missouri Senate, according to KSD-TV, when he briefed the legislators on tv procedure.

WPPA 'GREAT ATHLETES' SHOWS

SPORTS director Ed Romance of WPPA-AM-FM Pottsville, Pa., is presenting via tape recording some of the greatest athletes of our time, according to a report from that station. Included are: Joe Louis, Tris Speaker, Willie Hoppe, Jimmy Foxx, Lefty Grove, "Red" Grange, Jack Kelly Sr., Bert Bell, Chuck Klein, Jesse Owens and Jim Crowley. Interviews were made at the Philadelphia sports-writers banquet and WPPA reports great interest among the coal region fans. This is the fourth year. Mr. Romance is visiting the spring training camps, where he makes tape recordings of chats with players, and gets a general picture of spring training for WPPA.

WGH ABC CONTEST PROMOTION

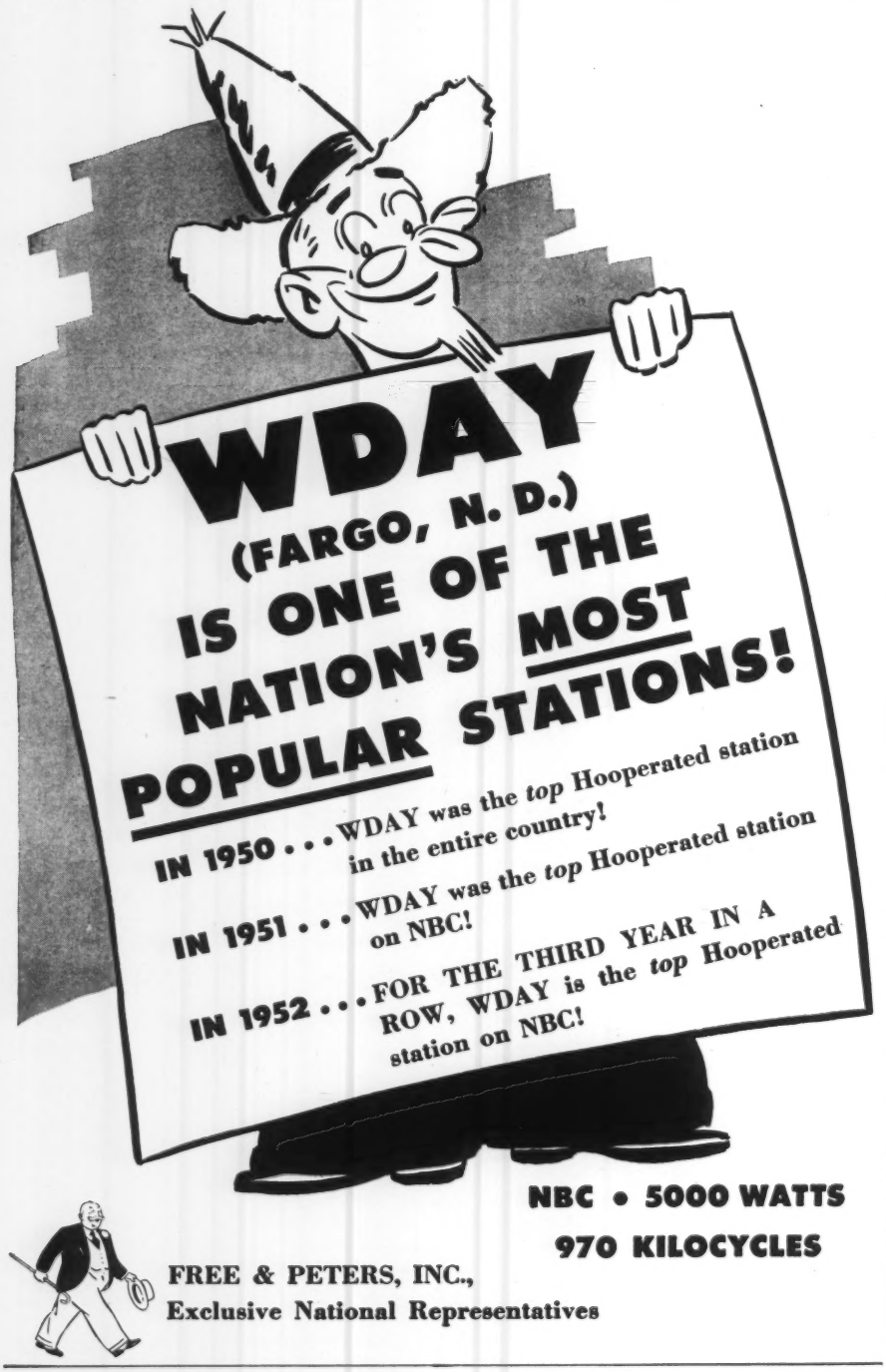
WGH Norfolk, Va., conducted a local promotion in the Tidewater area to support ABC's national *Breakfast Club* Aunt Jemima-Philco range contest. Free pancakes and coffee were given away in a Norfolk restaurant and a $400 Philco electric range was auctioned off to post card and letter bidders. The winning bid was $209. The original "Aunt Jemima," Edith Wilson, was flown in for a series of personal appearances at theatres and service hospitals. WGH reported that all station personalities promoted the contest and were backed up by an intensive promotional spot campaign. Harold Lamb, Quaker Oats' Baltimore manager, described the promotion as an example of "unprecedented cooperation," according to WGH.

WBT 'POWER' BROCHURE

POWER for the People is the title of a brochure being distributed by the Jefferson Standard Broadcasting Co., operator of WBT-WBTV (TV) Charlotte, N. C. Quotations from Thomas Jefferson appear appropriately with the four sections, Power—to Educate, to Inspire, to Persuade and to Contribute. Station officials and their civic participations are listed; pictures of civic leaders and excerpts from their congratulatory messages are also included. The company's Jefferson Standard Foundation, which makes grants to religious, educational and charitable institutions is described and the 1952 conference for prospective tv operators, which was conducted by WBTV to help further development of tv in the Carolinas and Virginia, is given special attention. The brochure thanks all who have given it the "Power to Pioneer," and adds, "We know that our power carries responsibility and we shall continue to use it for the people."

KSL-TV SAFETY PROGRAM

KSL-TV Salt Lake City has inaugurated *The Judge*, a new program designed to help save the lives of pedestrians and motorists. Films for the show are either taken locally or obtained from various national safety movies. Visual effcts also are produced by actual performances in the studios. KSL-TV reports that local and state law enforcement departments and traffic safety agencies have commended the station for this series.


WDAY
(FARGO, N. D.)
IS ONE OF THE
NATION'S MOST
POPULAR STATIONS!
IN 1950 . . . WDAY was the top Hooperated station in the entire country!
IN 1951 . . . WDAY was the top Hooperated station on NBC!
IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated station on NBC!
NBC • 5000 WATTS
970 KILOCYCLES
FREE & PETERS, INC.,
Exclusive National Representatives

36,775 people—largest crowd ever to watch a World Series game in Ebbetts Field—see Yanks beat Dodgers in the fifth game, October 4th, 1953.

STOCKHOLDERS' MEETING

IF every man and woman who owns stock in the Union Oil Company were to meet in one place it would take a ball park larger than Ebbetts Field to hold them.

For over 40,000 people own shares in this company.
The largest shareholder owns less than 1%.

Illustrating once again that Union Oil—like so many large American companies —is not the exclusive property of a *few* people.

It is, rather, a partnership of thousands of wage earners and investors who are venturing their savings to make a profit. This is the American way.

UNION OIL 76 COMPANY
OF CALIFORNIA

Buy American and protect your standard of living

EIGHT NEW OUTLETS BEGIN TELECASTING

New outlets on the air are KDAL-TV Duluth, WAPA-TV and WKAQ-TV San Juan, WNET (TV) Providence, KCEB (TV) Tulsa, WMFD-TV Wilmington, N. C., KRGV-TV Weslaco, and KFBB-TV Great Falls.

EIGHT new tv stations, including first local outlets for three cities, were scheduled to begin operations this past weekend and today (Monday). This would make the largest single crop of stations to go on the air this year, two of which are uhf. Two more stations, one uhf, are slated to start regular operation later in the week.

The eight stations are:

KDAL-TV Duluth, Minn. (ch. 3), NBC; represented by Avery-Knodel, March 15.
KFBB-TV Great Falls, Mont. (ch. 5), CBS; represented by Headley-Reed, March 15.
WMFD-TV Wilmington, N. C. (ch. 6), NBC; represented by Weed Tv Inc., March 15.
KCEB (TV) Tulsa, Okla. (ch. 23), represented by The Bolling Co., March 13.
WNET (TV) Providence, R. I. (ch. 16), ABC, DuMont; represented by Weed Tv Inc., March 15.
KRGV-TV Weslaco, Tex. (ch. 5), NBC, DuMont; represented by Paul H. Raymer Co., March 14.
WAPA-TV San Juan, P. R. (ch. 4), NBC, DuMont; represented by Caribbean Networks, March 15.
WKAQ-TV San Juan, P. R. (ch. 2), represented by Inter-American, March 15.

This will give Great Falls, Weslaco and San Juan their first local video stations.

WAPA-TV has been on test patterns for a week and reports of clear reception have been received, President Jose Ramon Quinones reported.

WINK-TV Fort Myers, Fla. (ch. 11), is on test patterns and definitely will start commercial programming March 18, according to A. J. Bauer, general and sales manager.

Another station, WSJV (TV) Elkhart, Ind. (ch. 52), is set to begin operations this week, March 17, affiliated with ABC-TV, NBC-TV and DuMont, R. J. (Joe) Gillespie, station relations director, said. WSJV will cover the Elkhart-South Bend area.

When WJPB-TV Fairmont, W. Va. (ch. 35), starts regular programming March 28, guests at the inaugural ceremonies will include West Virginia Gov. William Marland, Sen. M. M. Neely (D-W. Va.), Rep. Robert Mollohan of Fairmont (D) and officials of ABC-TV, NBC-TV and DuMont, the three networks with which WJPB-TV will be affiliated, John Patrick Beacom, president, announced. General Precision Laboratory equipment is being used.

WKNY-TV Kingston, N. Y. (ch. 66), invited the public to the hoisting of its 36-foot antenna atop the 610-foot tower Thursday, President Joseph K. Close reported. Regular programming is scheduled for April.

Starting target date of May 1 has been set by WOBS-TV Jacksonville, Fla. (ch. 30), the station reported. Represented by Stars National, it is busy promoting uhf conversion in a city that already has two stations, one of which is vhf.

June 15 Aim

WINT (TV) Waterloo, Ind. (ch. 15), which recently received FCC authorization to increase power to 250 kw and antenna height to 850 feet, expects to start commercial operation June 15, President R. Morris Pierce reported.

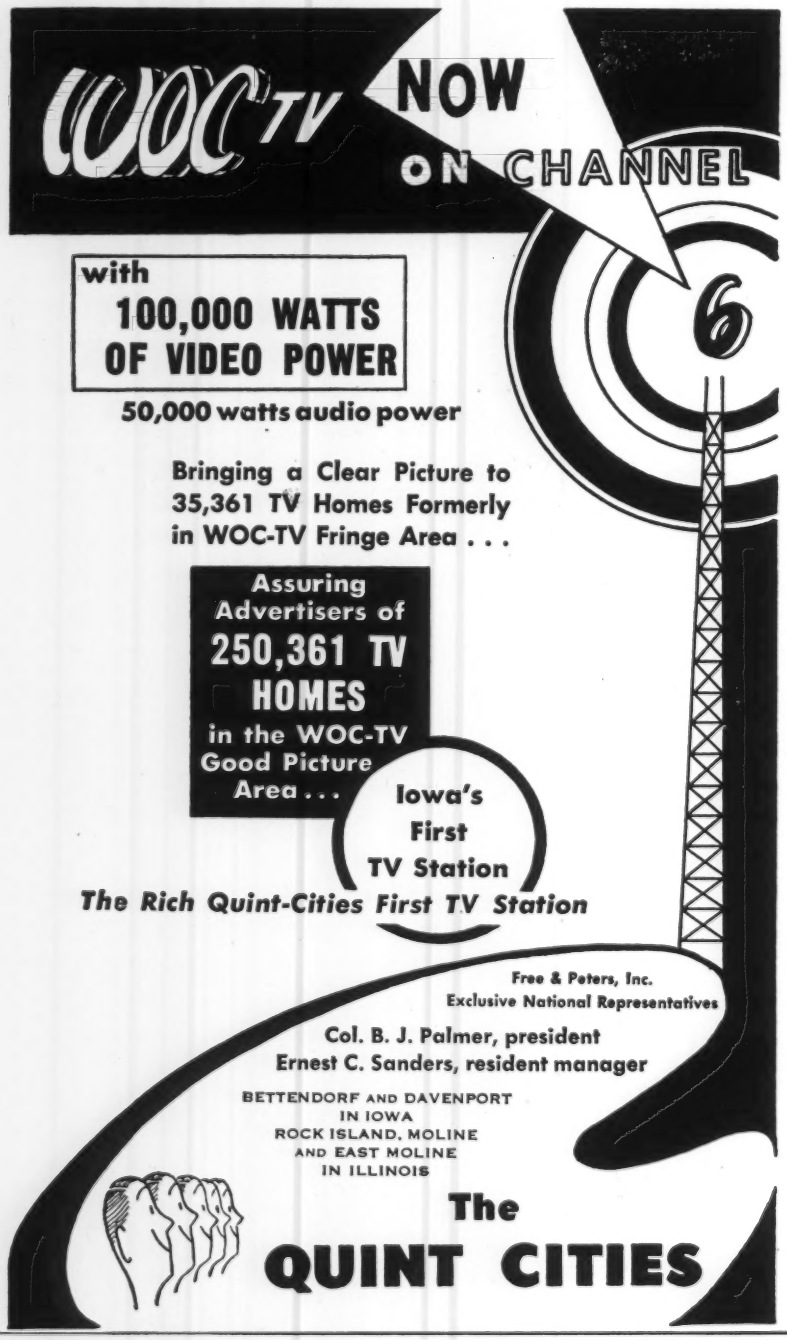
KVDO (TV) Corpus Christi, Tex. (ch. 22), has started construction and will use RCA equipment. Owned by the Coastal Bend Television Co., the station expects to be on the air by mid-June.

The Brockway Co. plans to use a 20 kw transmitter for its recent channel 7 grant at Carthage, N. Y., according to John B. Johnson, president. Starting target date of "late summer" tentatively has been set.

The following stations have reported they plan to begin regular operations by April 30:

KARK-TV Little Rock, Ark. (ch. 4); KSAN-TV San Francisco (ch. 32); WINK-TV Fort Myers, Fla. (ch. 11); WDBO-TV Orlando, Fla. (ch. 6); WGOV-TV Valdosta, Ga. (ch. 37); KIFT (TV) Idaho Falls, Idaho (ch. 8); KWIK-TV Pocatello, Idaho (ch. 10); WSJV (TV) Elkhart, Ind. (ch. 52); WHO-TV Des Moines, Iowa (ch. 13); WLAP-TV Lexington, Ky. (ch. 27); WBOC-TV Salisbury, Md. (ch. 16); WAAB-TV Worcester, Mass. (ch. 20); WSLI-TV Jackson, Miss. (ch. 12); KFVS-TV Cape Girardeau, Mo. (ch. 12); KDRO-TV Sedalia, Mo. (ch. 6); WMUR-TV Manchester, N. H. (ch. 9); WMAC-TV Massillon, Ohio (ch. 23); KVAL-TV Eugene, Ore. (ch. 13); WSEE (TV) Erie, Pa. (ch. 35); WQED (TV) Pittsburgh (ch. 13), educational; WJPB-TV Fairmont, W. Va. (ch. 35); KFBC-TV Cheyenne, Wyo. (ch. 5), and KULA-TV Honolulu (ch. 4).

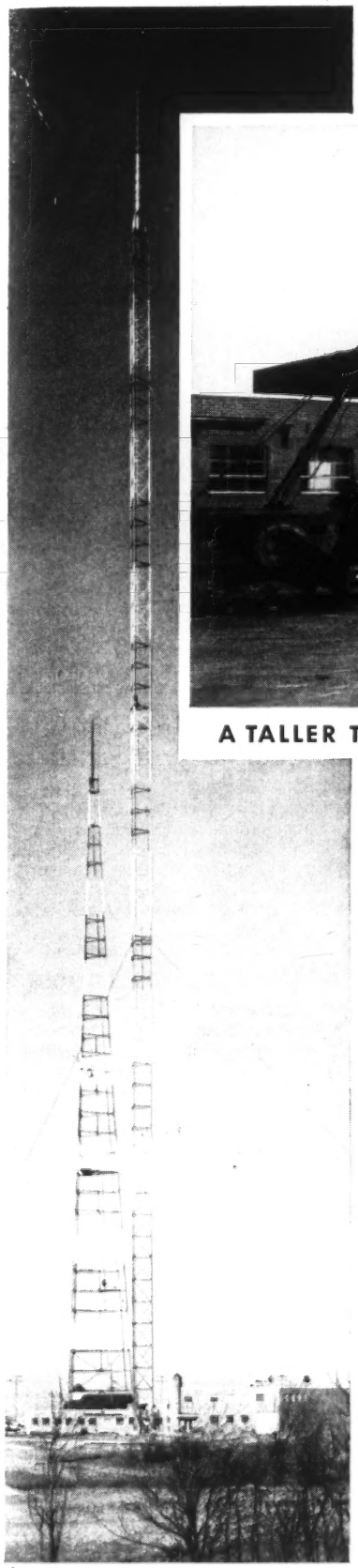
(For details see TELESTATUS, page 125.)



KFOR-TV Tells FCC It Is Going Off Air

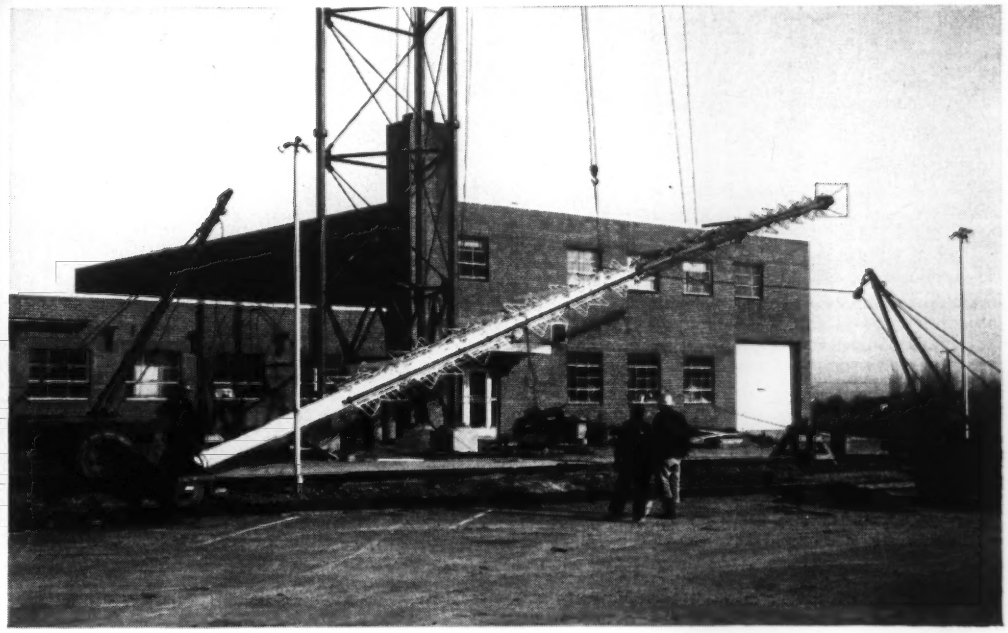
CORNBELT Broadcasting Co. notified the FCC last week it intended to take KFOR-TV Lincoln, Neb., off the air at midnight Saturday (March 13) pending Commission action on applications to change the transmitter site and assign the construction permit to Fetzer Broadcasting Co. [B•T, Feb. 22].

KFOR-TV began operating on ch. 10 in May 1953 under special temporary authority. Result of its ceasing to broadcast means that it re-



Raising WXEL's new 73-foot antenna to top the new 702-foot Truscon Steel Tower. Over-all height 775 feet.

See The TRUSCON Display
I. R. E. SHOW
327 Computer Ave.
Kingsbridge Armory, Bronx, N.Y.
March 22-25



A TALLER TOWER...AND MORE POWER...FOR WXEL, CLEVELAND

WXEL now 775 feet over-all on a new Truscon Tower

Cleveland's WXEL-TV recently stepped up its visual effective radiated power from 25.6 to 42.4 KW peak. At the same time, the station changed from Channel 9 to Channel 8. A vital part of the change-over was the erection of a new Truscon Guyed Tower and a new 12-bay antenna totaling 775 feet over-all.

This new Truscon Steel Tower puts WXEL's 12-bay super-turnstile antenna 1,000 feet above average terrain. The telecaster's original Truscon Tower, which hoisted a 6-bay super-turnstile antenna 725 feet above average terrain, is being retained for stand-by duty.

Talk to Truscon when you require new or expanded tower facilities. Truscon knows towers—has designed and engineered many hundreds which now stand strong and tall in all types of terrain and climates. Truscon builds them tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV, and Microwave transmission. Telephone or write your nearest Truscon district office—or "tower headquarters" in Youngstown—for the latest delivery information.

TRUSCON STEEL DIVISION
REPUBLIC STEEL
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, N.Y.

TRUSCON® a name you can **build** on

verts back to its pre-STA grant status.

Fetzer Broadcasting Co. is buying KFOR-TV ch. 10 facilities for $300,000. Only last summer, Fetzer bought KOLN-AM-TV Lincoln for $650,000 [B•T, Aug. 24, July 20, 1953]. Upon FCC approval, KOLN-TV will be moved from its present ch. 12 to ch. 10, retaining its present call letters, and raising power to the maximum 316 kw. The ch. 12 grant will be surrendered to the FCC.

The move to ch. 10 will give KOLN-TV the present facility's ABC and DuMont affiliation. In June, KOLN-TV will become a basis CBS-TV affiliate.

Fetzer Broadcasting Co., owned by John E. Fetzer and his wife, also owns WKZO-AM-TV Kalamazoo, Mich., and WJEF-AM-FM Grand Rapids, Mich. Mr. Fetzer is also 33 1/3% stockholder in WMBD-AM-FM Peoria, Ill., which is an applicant for ch. 8 there.

KFOR, an ABC affiliate on 1240 kc with 250 w, will continue on the air under its present ownership, James Stuart, 89% stockholder in Stuart Investment Co., owner of Cornbelt, said.

Leder Revamps WINS, Names New Personnel

ADDITION of new personnel and plans for bolstering the programming structure of WINS New York were announced last week by Robert J. Leder, newly-named vice president and general manager, in moves aimed at revitalizing the station's overall operations.

Mr. Leder, who resigned recently as sales manager of WNBC New York to accept his post at WINS [B•T, March 1] noted that new personnel largely were from NBC or the network's New York outlets, WNBC-WNBT (TV), but said the moves did not represent "a raid" upon NBC. New personnel are Robert S. Smith, director of musical programming for NBC, who has been named program director of WINS, effective March 22; Jacques Biriben, formerly of NBC Spot Sales, named national sales manager; Nancy Wheeler, resigned as WNBC traffic director to become WINS operations director, and Phil Dean, previously director of publicity for WNBC-WNBT (TV), whose firm, Dean & Schultz, has been appointed public relations consultant for the station. Robert Criar, currently WINS program director, will take on duties as executive producer.

As a first step in upgrading the station's programming, Mr. Leder said, WINS has signed the team of "Bob and Ray" to a contract for a Monday-through-Saturday morning show, 6:30-10 a.m. EST, starting March 22. Mr. Leder added that the station is negotiating with other radio personalities for early and late evening programs to supplement the afternoon New York Yankee baseball broadcasts.

Mr. Dean and Burt Schultz, formerly of Benton & Bowles, will handle other public relations accounts besides WINS'. The firm has established offices at 28 West 44th St., New York 36, N. Y. Telephone is Bryant 9-6000.

WRBL Columbus Ownership

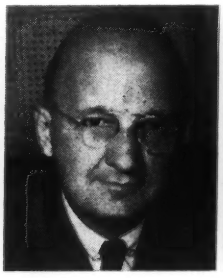
WRBL Columbus, Ga., is owned 49% by J. W. Woodruff and son, and 51% by R. W. Page Corp. (*Columbus Enquirer* and *Ledger*). It is not owned outright by the Messrs. Woodruff, as reported in the story on WATL Atlanta, Ga., published last week [B•T, March 8].

BERNARD, HOFFMAN NAMED BY NIAGARA

NFAC President George Goodyear announces appointment of Joseph Bernard to head Buffalo tv outlet if the ch. 2 grant is made final. Karl Hoffman named engineering manager.

GEORGE F. GOODYEAR, president of Niagara Frontier Amusement Corp., Buffalo, winner of an initial decision for vhf ch. 2 there, announced last week the appointment of Joseph J. Bernard as television station manager and Karl B. Hoffman as engineering manager, effective immediately. Both men will report directly to Mr. Goodyear.

MR. GOODYEAR



MR. HOFFMAN

MR. BERNARD

The firm is anticipating a final decision for ch. 2 from FCC in the near future and active work on the building of the station would begin promptly, it was stated. In addition, NFAC is taking over assets of WGR Buffalo for $1.45 million, part of the multiple merger proposal among former ch. 2 contestants which allowed the grant at an early date. The WGR transfer bid is before the Commisison [B•T, March 8]. After the merger is completed, the name of NFAC will be changed to WGR Broadcasting & Television Co.

Company Officers

Officers of the company include Mr. Goodyear as president; Myron Kirk, vice president and director of radio and television for Kudner Agency, New York, as vice president; J. Fred Schoelkopf IV, secretary; Paul A. Schoelkopf Jr., treasurer; Seymour H. Knox, director, and Arthur Victor Jr., president of Victory Television Corp. (which merged with Niagara on the application), is expected to be named a director shortly.

Mr. Goodyear is a native of Buffalo and was educated at Harvard Law School and Yale. His first job was as a patent attorney for DuPont in 1932 in Buffalo. Five years later—still as a patent attorney—he joined Beam, Brooks, Buckley & Beam. From that firm he moved to the Lake Ontario Ordnance Works (manufacturers of TNT) as production supervisor. During the war he was with Curtiss Wright Corp. as a patent attorney. After World War II he was secretary of Hewitt Robins Co. (mechanical rubber goods and foam rubber). He also was associated with Niagara Shares Corp., investment brokers, as a director. In February of last year he formed the Niagara Frontier Amusement Corp. He is president of the Buffalo Museum of Science and a director of the Marine Trust Co. Western, New York, and of the Gaylord Container Corp.

Mr. Bernard, well-known broadcaster, has been associated mostly with stations in the Southwest and far West. He has been national sales manager for the Kenyon Brown properties, including three television and five radio stations, since October 1953. Before that he was general manager of KOMA Oklahoma City, and served earlier as sales manager.

He started his radio career with WKY Oklahoma City as a salesman. He served in the Navy for three years as a lieutenant junior grade. He was a member of the CBS Affiliates Advisory Board and also was one of the founders of the Oklahoma Broadcasters Assn. and is president of the board of directors. He is a member of the Advertising Committee of the State of Oklahoma and a member of the Labor Relations Committee, NAB; and a member of the Radio Affiliates Committee, NARTB.

Mr. Hoffman has been associated with WGR since 1933 in the capacities of technical director, program manager, and, currently, executive vice president and general manager. Mr. Hoffman is a past chairman, Buffalo chapter, IRE; past director of the Engineering Society of Buffalo, and the 12:12 Club. He also is a member of the special arrangments committee for the broadcast engineers conference of the NARTB national convention in Chicago this spring.

"These two key men in our organization," Mr. Goodyear said, "bring a wide and thoroughly skilled background to their particular positions in NFAC. We feel certain the television audience will be most pleased with the programming and technical facilities ch. 2 will offer in the near future and that these men with their skill will be of great value in providing what the tv viewers want and are entitled to expect when our station begins telecasting."

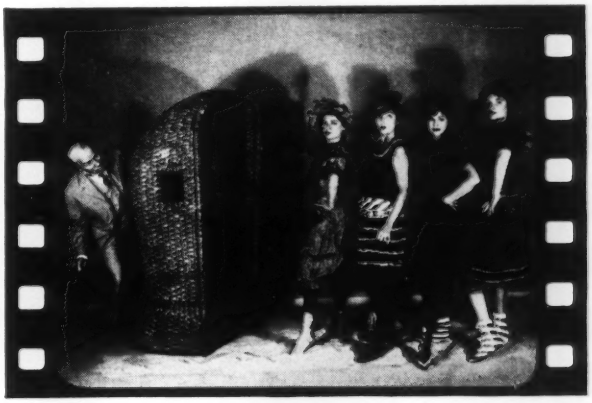
KYOK Changes Format

OPERATION of KYOK Houston (formerly KATL) by Jules J. Paglin and Stanley W. Ray Jr. will bring about a change in program format, it was announced last week by Mr. Ray, vice president and general manager. Publicity and promotion of the new call letters and programming is set for April 1. Purchase of the new station from Texas Broadcasters Inc. by Messrs. Paglin and Ray was approved by the FCC last month [B•T, Feb. 22].

WAGA-TV's Puppies

WAGA-TV Atlanta is promoting its fifth anniversary this month by giving away a Scotch Terrier puppy each day to viewer contestants who pick up entry blanks from among the 300,000 distributed to A&P supermarkets, Shell service stations and Jacobs pharmacies throughout Georgia and east Tennessee. The puppies, similar to the station's own Scottie mascot, "Waga," who appears frequently on station breaks, had been sought by 12,000 entrants by last Wednesday, WAGA-TV reports. The station reports the contest and WAGA-TV is being promoted on the air, with posters, in releases to 240 Georgia newspapers and with reproductions of Confederate $5 bills.

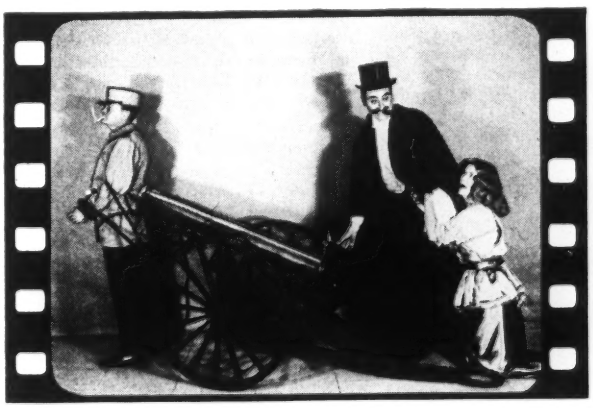
1. ***Those were the days***—when mama was wary of newfangled gadgets—and papa raged about everything including the "light bill." In today's "electric age," the average family uses a dozen different electric appliances for everything from housework to entertainment.



2. ***The more the merrier!*** A look at your electric bill will show that you're getting a lot *more* electricity for your money nowadays. The price per kilowatt-hour has gone down and down for the average U. S. family. It's even lower than it was before World War II!

3. ***You think this is big***—you ought to see the way the electric industry has grown. Electric light and power companies have *tripled* their supply of electricity in the last 15 years! And to keep ahead of the nation's growing electric needs, they'll add half again as much by 1960!

4. ***Don't look now, but—!*** Although most Americans aren't aware of it, some people have talked the federal government into the electric power business in a big way—$6 billion worth—at the taxpayers' expense. And they're still pressing to have the government spend more.



5. ***Somebody do something!*** Here's something YOU can do. Look *twice* at any plan for a new federal power project. First, see if it is really necessary. Second, see if it is a job electric companies could do better—and at their own expense.

6. ***How can he resist?*** With your help, Congress can—and will—resist those who want a federal monopoly of electricity. You don't want extravagance. And you don't want the threat of socialism. Let your congressman know what *you* think.

America's Electric Light and Power Companies*

Watch for "YOU ARE THERE"—on CBS television—witness history's great events

*Names on request from this magazine

McLENDON PLANS TRINITY BASEBALL

PLANS to broadcast major league baseball games, one each afternoon and one each night, were reported last week by Gordon McLendon, operator of Trinity Broadcasting Co. and its KELP El Paso and KLIF Dallas, on the heels of the FCC ruling which denied baseball club protests of Trinity game re-creations [B•T, March 8].

FCC renewed the license of KELP and turned down petitions by the Yankees, Dodgers and Cardinals. The Commission found that Trinity's sponsored re-creations of other station broadcasts did not constitute mis-appropriation of property rights, citing several court cases it considered pertinent (for text of decision, see page 112, FOR THE RECORD).

Mr. McLendon described the FCC ruling as the "most important victory for radio since FCC gave us the right to editorialize."

Meanwhile, Liberty Broadcasting System's $12 million suit against 13 major league ball clubs is scheduled for April 19 in Chicago Federal District Court. However, attorneys feel the case might not come to trial until fall because of the great number of depositions to be gathered. Baseball broadcasts were a highlight on the now defunct Liberty, the fifth national network, founded by Mr. McLendon.

WALB-TV Albany, Ga., signs for a Standard Electronics Corp. 10-kw tv transmitter with delivery scheduled this month to the vhf ch. 10 outlet, which expects to be on the air May 1. L to r, John L. Rivard, chief engineer and Tommy Stillwagon, general manager, both WALB-TV, and Jimmie Evans, Standard's district sales engineering manager.

Houston Ch. 13 Merger Organizes, Names Officers

A BOARD of directors and executive committee have been formed and officers elected by Houston Consolidated Television Co., which was granted Houston ch. 13 by the FCC last month [B•T, March 1] after a merger agreement among four applicants, it was announced last week by John T. Jones Jr., president of the grantee and president of the Houston Chronicle Publishing Co. (*Houston Chronicle*).

Officers, who also are board members, are: Board chairman, Wright Morrow, National Democratic Committeeman for Texas and Houston attorney; president, Mr. Jones, president of the publishing firm and of Houston Endowment Inc.; vice presidents, Roy Hofheinz, mayor of Houston, real estate operator and 25% owner of KTHT Houston which interest he has agreed to dispose of under the merger if so required, and John Paul Goodwin, former Houston advertising man now in tv and commercial film production; secretary, B. F. Orr, president and chairman of KTRH Broadcasting Co. (KTRH), president of Rice Hotel and manager of Texas State Hotel.

Other non-board officers are: assistant secretary, Frank Wozencraft, and treasurer, George Bruce.

Other directors: Gail Whitcomb, Houston attorney, rancher and oil operator; Tom Gregory, local banker; Howard T. Tellepsen, president of Tellepsen Construction Co. and of the Houston Chamber of Commerce, civic leader and chairman of the United Fund there; F. J. Heyne, president of Commerce Co. and board chairman of Chronicle Publishing Co.

Members of the board's executive committee to function for the board under its directors are Messrs. Gregory, Hofheinz, Whitcomb and Jones.

It was presumed the Houston outlet would seek CBS-TV affiliation, since the four merging applicants originally had specified CBS.

Mr. Jones said no managerial or staff personnel have yet been appointed and no studio and transmitter sites selected.

Karns Quits ATN, WING; Reeder Acting WING Head

ADNA H. KARNS, vice president and general manager of WING Dayton and Air Trails Network, has resigned to help form a production firm in New York, J. P. Williams, executive vice president of the station and network, said last week. Mr. Williams said Charles Reeder, manager of WCOL Columbus and former WING program director, has been appointed program director and acting manager to succeed Mr. Karns at WING.

Mr. Karns, who has been with ATN 10 years and general manager for five, joined WING as an announcer, becoming successively production director, program director and station manager in less than five years. He has joined Marshall Jamison, New York producer and director, to form Jamison-Karns Productions.

WDAS Building Plans

WDAS Philadelphia, owned by Max M. Leon, conductor and leader of the Philadelphia "Pops" Orchestra, has set plans for new construction, following its grant by the FCC to increase its power to 1 kw, the station reported.

Mr. Leon has announced that he will build a new modern station in Fairmont Park, with studios and transmitter located at the same site. He stated: "This is the opportunity that I have waited for to expand our facilities and program our station so that the greatest number of people will get the most diversified programming possible in radio."

New Studios for WGVL (TV)

NEW studios have been completed in the Calhoun Towers, Greenville, S. C., for WGVL (TV) that city, according to an announcement from the station. The outlet moved to the new quarters late last month. Station, operating on uhf ch. 23, went on the air in August 1953.

Crawford to WATV (TV)

BILL CRAWFORD was named last week as sales director of WATV (TV) Newark, tv affiliate of the Bremer Broadcasting Co. (WAAT). Mr. Crawford previously had been with WOR New York for 13 years, most recently as sales manager.

Puppet Previews Programs

KTVQ (TV) Oklahoma City, faced by city newspapers' ban on free radio-tv logs, has come up with a puppet show as a method of informing viewers of its program listings. Production Director Vlada Dimac originated the idea of using a puppet on a small stage to carry on a conversation with an announcer,

ANNOUNCER Dick Kirchner discusses upcoming KTVQ programs with puppet operated by hidden announcer.

while written program notes are rolled past an opening in the background. The mid-afternoon (3:30-4 p.m.) show appeals to children and also to adults, says KTVQ, which contemplates development of the feature into a full puppet show with a local flavor. The uhf ch. 25 outlet is offering prizes to viewers for naming the puppet, which is operated by a second announcer hidden behind the "stage."

William L. McLean Jr., WCAU Treasurer, Dies

WILLIAM L. McLEAN JR., 58, treasurer of WCAU Inc., Philadelphia, and president-treasurer of the *Philadelphia Evening Bulletin*, died Wednesday night of a cerebral hemorrhage. He was stricken a few hours earlier at his home in Wynnewood, Philadelphia suburb. He was a brother of Robert McLean, president of the *Bulletin* and of the Associated Press.

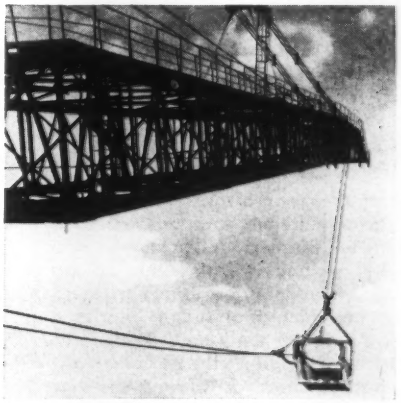
Survivors include his widow, Eleanor Ray Bushnell McLean, a son, William L. III, and a daughter Ray. Funeral services were to be held Saturday at All-Saints Episcopal Church in Wynnewood.

WCBS Record Sales Week

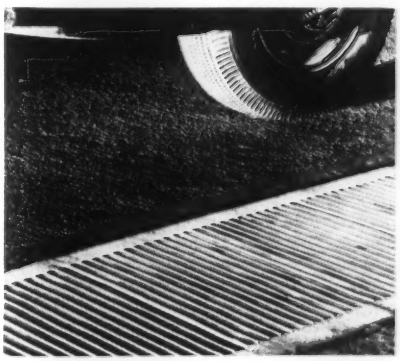
RECORD sales week was achieved by CBS Radio's WCBS New York for Feb. 23-26 with gross billings of more than a quarter of a million dollars, it was announced last week by Carl Ward, general manager, and Henry Untermeyer, sales manager. The largest single contract was with Shell Oil Co., through J. Walter Thompson Co., for the new *Herman Hickman Show* (Mon.-Fri., 6:30-6:40 p.m. EST), starting March 22. Among the 17 sponsors signed were Wyler & Co., Chicago (soups); Hunt Foods Inc., Fullerton, Calif.; Columbia River Packers Assn. Inc., Astoria, Ore.; Canada Dry Ginger Ale Inc., New York; Bank of Manhattan Co., New York, and Spratt's Patent (America) Ltd., Newark (dog and cat food).

Only STEEL can do so many jobs so well

They Chew Their Way to Wealth. These teeth are capable of chewing through earth, sand and rock for thousands of feet until they reach Nature's buried treasures of gas and oil. Rock bits like this need super strength, amazing toughness, high resistance to impact, abrasion, and shock. So, many of them are made from USS Alloy Steels. And United States Steel also provides many other essentials for oil drilling, such as wire lines, drill pipe, cement, drilling rigs.



Scoop! And a big one, too . . . it can scoop out 21.5 cubic yards of earth per minute, has a boom 215 feet long! The drag lines, boom support cables and hoisting ropes on a behemoth like this must have great strength, durability, flexibility, fatigue resistance. Tiger Brand Wire Ropes, made by U. S. Steel, meet all requirements.



You Know Where You Are with this traffic lane marker. For if you veer out of your traffic lane, and your car tires roll on the corrugations of the lane separator, it actually sounds a plainly audible warning to you. These concrete lane markers that "talk back" to you are also plainly visible day or night, because they are made of Atlas White Cement, a product of U.S. Steel's Universal Atlas Cement Company.

A Man Needs a Cookie once in a while! And when cookies are kept in a tight cookie tin like this, they'll be fresh and appetizing for him. The can is steel, of course . . . made out of the same USS Tin Plate that is produced by U.S. Steel to make millions of "tin" cans every year for the protection of food, oil, paint and countless other things.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-894

MEN of the Year awards for furthering interracial relations are presented by Willard L. Dougherty (c), sales manager, WSRS Cleveland Heights, Ohio, to Rev. Henry J. Payden (l), "Clergyman of the Year," and Municipal Judge Charles A. Vanik, "Judge of the Year." The presentations were made at the Greater Abyssinia Baptist Church in Cleveland, where Rev. Payden is pastor.

Land O' Lakes Makes Executive Changes

CHANGES in the executive structure of the Land O' Lakes Broadcasting Corp., operator of WILE Cambridge, Ohio, and WTRL Bradenton, Fla., were made at the annual meeting of stockholders and directors early this month. It also was announced that an application will soon be filed with the FCC to change the corporate name of the stations to McClelland Broadcasting Corp.

H. D. McClelland, former president, was named chairman of the board of directors, and Howard A. Donahoe, vice president, succeeds Mr. McClelland as president. John H. McClelland was elected vice president and treasurer; John W. Riemenschneider was re-elected secretary, and D. Deemer Agnew reappointed legal counsel. All were re-elected to the board of directors. Mr. Donahoe, as president, will continue operating both WILE and WTRL.

Albert G. Engel, former assistant to the executive vice president, was appointed station manager of WILE and elected to the board. Hilda Shafer, WILE accountant, was named assistant treasurer, and David C. Lorimer, WILE director of operations, elected assistant secretary.

New York's Mayor Wagner Schedules Radio-Tv Reports

PROGRAM of monthly reports over radio and television on major city problems was announced last week by Major Robert F. Wagner with his first report scheduled for yesterday (Sunday) over WCBS-TV New York, 2:30-3 p.m. EST. Producer of the series is Arnold Cohan, president of the Arnold Cohan Corp. and radio and television aide to Mayor Wagner.

According to Mr. Cohan, all radio stations in the city will be offered the opportunity to carry the program either "live" or on tape for delayed broadcasting. The report on television, Mr. Cohan said, will be rotated among New York stations, with WPIX (TV) scheduled to carry the program in April; WNBT (TV) in May; WABD (TV) in June; WABC-TV in July and WOR-TV in August. Municipally owned WNYC will carry the audio portion of the telecast in each case, and will make it available to other radio stations. WMGM was reported last week to have requested an audio feed, to be recorded for delayed broadcast.

WTVI (TV), CBS SUED BY KACY (TV)

KACY (TV) Festus, Mo., St. Louis suburb, has filed suit against CBS and WTVI (TV) Belleville, Ill., another suburb, asking $844,282 actual damages and $2,532,848 treble damages under Federal anti-trust laws. The action was filed March 6 in St. Louis federal court.

KACY, operating on ch. 14, charges that CBS and WTVI conspired to prevent it from getting any CBS programs not carried by KSD-TV St. Louis. It alleged that it had anticipated $100,000 profit since taking the air last October but instead had lost $244,282. Plant and equipment originally worth $650,000 is now worth only $150,000 as a result of the conspiracy and business losses, it is charged.

According to the petition, KACY was the only tv outlet in the St. Louis area that was contractually free from network commitments and could assure time for CBS programs not carried by KSD-TV. It claimed both defendants knew this and conspired to restrain competition in violation of anti-trust laws.

KEX Promotes Rudolph

ROBERT E. RUDOLPH, KEX Portland, Ore., has been named sales manager of the station by J. B. (Steve) Conley, station manager. He assumes the post March 15. A Portland native, Mr. Rudolph joined the KEX sales staff when Westinghouse bought the station in 1945. He attended Portland U., and the U. of Oregon, entering the advertising business with the *Oregon Journal* and and later working at the *Portland Oregonian* and KGW Portland. He replaces R. H. Prigmore, resigned.

MR. RUDOLPH

Red Cross Names Leaders

AMERICAN Red Cross, New York chapter, last week announced the names of leaders in the entertainment field named to serve as division heads in the campaign to raise $5,900,000 in New York toward a national goal of $85 million. They include Sylvester L. (Pat) Weaver Jr., NBC president, radio and television; Arnold Shaw, vice president, Hill & Range Music Co., music and music publishing; Ray Block, CBS orchestra leader, orchestras and musicians; Jerome Hershman, secretary, Hershman Musical Instrument Co., musical instrument firms; Vinton J. Hayworth, president, American Federation of Television & Radio Artists, AFTRA members, and James Sauter, president, USO Camp shows, legitimate theatres and allied fields. They are serving as part of the campaign's advertising, publishing and allied fields section, of which Marion Harper Jr., president, McCann-Erickson, is chairman.

WBRO Waynesboro Debuts

WBRO Waynesboro, Ga., licensed to the Burke County Broadcasting Co., was to begin operation yesterday (Sunday). Operating with 1 kw power, the new station will be affiliated with MBS. Jim Martin, formerly with WTRP LaGrange, is general and commercial manager; William Fulghum is chief engineer, and Howard C. Gilreath, secretary-treasurer.

1 Week—1 Ball Club

WATO Oak Ridge, Tenn., and its president and general manager, Ross Charles, have been given credit for determining if that city wanted a professional baseball club and promoting the financial backing for it—all within a week.

When Virgil Wacks, president of the Mountain States League, asked local businessmen if the city could decide within seven days whether it wanted a club and arrange for financial backing during that time, Mr. Charles set to work.

He called a meeting of interested parties and they elected him temporary president of the Oak Ridge Baseball Club. WATO's program and sports director, Tom Atkins, spread it all over the air on his *Sports Review*, and promotional spots were scheduled to test public opinion on the matter.

Telephone calls and letters made the reply affirmative in the first four days. Then Mr. Charles took care of the problem of getting a baseball field by leasing a government-owned baseball park. A meeting of potential stockholders pledged support and the next day, after all-day promotion, WATO devoted its *Round-Table* program to discussion, extending its normal half-hour to a full hour.

The last day the new club revealed $7,000 in commitments—$2,000 more than required, its lease and results of its public poll. It got the franchise. Mr. Charles has been named permanent president of the board of directors.

Public Turns to Radio-Tv For News—'Times' Editor

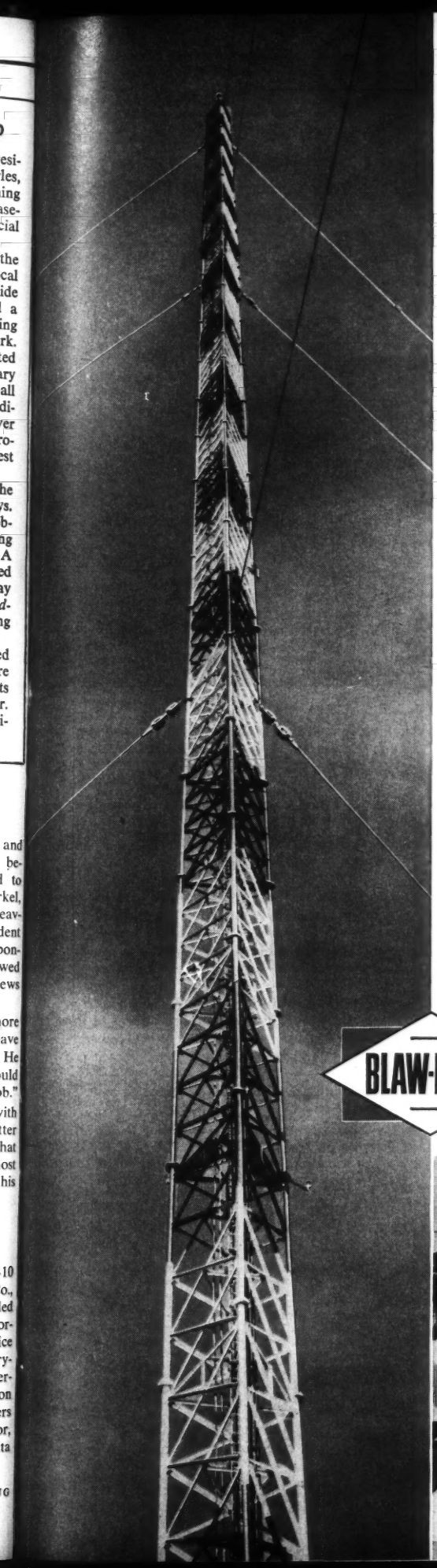
THE American public is turning more and more to broadcast media for their news, because "too many newspapers have turned to entertainment," according to Lester Markel, Sunday editor of the *New York Times*. Leaving the White House after a call on President Eisenhower, Mr. Markel said a survey sponsored by International Press Institute showed about half the American people get their news from radio and television.

Getting specific, Mr. Markel declared more metropolitan residents are turning to the Dave Garroway *Today* on NBC-TV for news. He doubted if two major news magazines could exist "if the newspapers were doing their job."

He said President Eisenhower agreed with him that the American people should be better informed on public affairs. He explained that while they are better informed than most Europeans, this is insufficient in the light of this nation's leadership in world affairs.

KCAL Redlands Goes on Air

KCAL Redlands, Calif., 1 kw station on 1410 kc, licensed to Southwest Broadcasting Co., has begun operation with a policy of recorded popular music and local news. D. Bernard Corren is president, with Saul Levin executive vice president and A. Milton Miller secretary-treasurer. Roy Winkelmann, formerly commercial manager, KVEN Ventura, Calif., is station and commercial manager. Other staff members include Ellen Winkelmann, program director, and Robert Levinson, formerly KTMS Santa Barbara, Calif., as chief engineer.



Tallest TV tower in the South ... WMCT's new 1088 foot guyed tower

With their new Blaw-Knox tower, and operating on channel 5 to full maximum power of 100,000 watts, WMCT in Memphis, Tennessee, has increased their coverage 100%.

The 1088 foot tower is a triangular guyed type with insulated base and sectionalizing insulators at the 640 foot level.

Tower designed for triple service

This special design tower does triple duty. The lower portion is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in night time directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

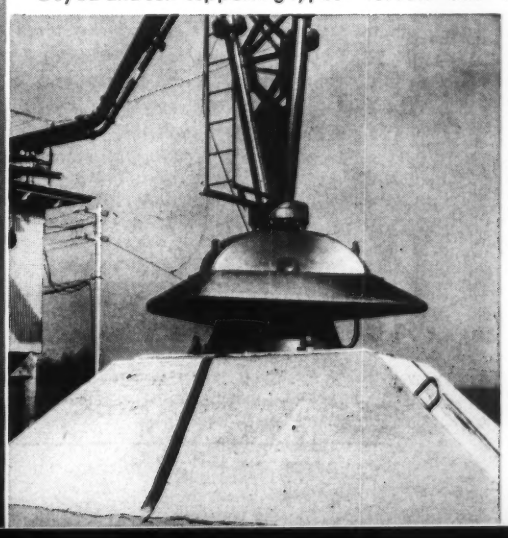
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

Pomeroy Will Manage WILS-AM-TV Operations

WILS-AM-TV Lansing, Mich., announced reorganization and executive changes of the integrated radio-tv operations a fortnight ago.

John C. Pomeroy has been appointed general manager, replacing W. A. Pomeroy, who withdraws from active participation in the stations. Heading the commercial and production departments will be David L. Froh, veteran employe of the organization. John A. Maters, former news director, has been selected as program development manager and Mrs. Howard Miller has been appointed controller. Michael Ruppe continues as sales promotion and publicity director.

KPHO Phoenix Names Stalnaker Comml. Mgr.

APPOINTMENT of Howard L. Stalnaker as commercial manager of KPHO Phoenix was announced last week by Dick Rawls, general manager of the station. He assumed his duties Feb. 15.

Mr. Stalnaker was formerly associated with Meredith Publishing Co. as assistant to Payson Hall, radio-tv director, in Des Moines. He joined the Meredith organization in 1946 as an engineer, and subsequently became the promotion department's sales manager and assistant promotion manager.

Pioneer Radio Editor Dies

HARRY LaMARTHA, 72, radio editor of the St. Louis *Globe-Democrat*, died March 10 of cancer at Scott Air Force Base Hospital. Until his retirement Oct. 1, 1951, he had been on the *Globe-Democrat* staff 42 years, 31 of them as radio editor. In 1925 he was elected president of the former National Assn. of Radio Editors. Surviving are his wife and two children. Funeral services were held Saturday in St. Louis.

Ch. 11 Stations to 316 Kw

SHARETIMERS WMIN-TV and WTCN-TV Minneapolis-St. Paul on ch. 11 have increased video power from 70 to 316 kw, effective March 1, officials announced. Last month RCA shipped its first 50-kw tv transmitter to the station to effect the power boost, the stations said. The transmitter cost $140,000 and weighed 14 tons.

STATION SHORTS

KBIG Avalon's southern California coast area sales office move to Prudential Bldg., 4320 Atlantic Blvd., Long Beach, Calif. Don Harrington, manager, is in charge of San Diego and Orange county and Los Angeles county beach city sales.

KWTV (TV) Oklahoma City has added United Press facsimile to its news service and claims the service has permitted major news picture "firsts" in its area, including the Braniff aircraft tragedy, the release of anti-Communist Korean POW's and the DiMaggio-Monroe marriage.

KBIF Fresno's sales and executive offices have been moved to 1833 Van Ness Ave., that city. Station will also build new main studios in Fresno, shifting operation from the transmitter site at Sanger, Calif., under FCC approval.

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via GraybaR

WOR-AM-TV MUSICIANLESS FOR 2ND WEEK

Stations and AFM Local 802 continue dispute, with union wanting musicians hired on 'staff' basis, station wanting them on 'as needed' basis.

WOR-AM-TV New York and Local 802, American Federation of Musicians, were still caught in the throes of a labor dispute last week as the stations continued on the air without musicians for the second straight week.

The local claimed a "moral victory" Thursday when the New York State Supreme Court denied a petition by WOR-AM-TV for a restraining order enjoining union members from picketing the stations' television studios. The court had granted a temporary restraining order on March 3, asking the union to show cause why such an injunction should be denied. Local 802 resumed picketing Thursday night.

The controversy began midnight Feb. 27, when an extended contract expired, following several weeks of negotiations. Local 802 accused the stations of "locking out" 40 staff musicians who had been employed there. Station management contended that a "lockout" had not been instituted by the stations, explaining that the contract had expired and that relationship with the union terminated. Main differences are centered on Local 802's insistence on the continuance of a musicians' staff, while management has offered to hire on a "per program," or "as needed" basis.

Meeting Held

Representatives for both sides met in New York last Tuesday with Louis A. Stone, commissioner of the Federal Mediation & Conciliation Service, but no progress was reported.

Meanwhile, a check by B•T on employment of staff musicians on radio and television stations indicates that WOR-AM-TV's stand on eliminating staff musicians is not unique and that the practice has been steadily growing since 1944. From information provided in the "official proceedings" of AFM conventions from 1946-1953, which report on activities in the preceding two years, B•T learned that total staff employment dwindled from 2,719 in 1944 to 1,976 in 1951.

Musicians' staff employment on radio and television from 1944 to 1951, as compiled from AFM "official proceedings," is as follows:

Year	No. of Musicians	No. of Stations	Average No. Per Station	Gross Salaries
1944	2,719	314	8.7	$11,911,981
1945	2,519	369	6.9	12,514,337
1946	2,800	382	7.3	15,503,302
1947	2,675	422	6.3	14,013,430
1948	2,528	430	5.8	13,416,274
1949	2,412	451	5.4	13,033,197
1950	2,212	437	5.1	12,947,779
1951	1,976	354	5.1	14,262,858

Another trend adduced from data provided in "official proceedings" indicates one toward the use of recorded music as against "live" music. Information is based on surveys made by the AFM on the program content of New York radio stations of NBC, CBS, ABC and Mutual from 1945 through 1949. As broken down by B•T, it shows a sharp decline in the percentage of music used on the stations, taken as an average, from 1945 to 1949 and corresponding upswing in the percentage of recorded music presented.

Year	Program Breakdown Live Music	Recorded Music	Non-Musical
1945	35.2	4.1	60.7
1946	32.8	4.9	62.3
1947	28.0	6.4	65.6
1948	21.5	10.1	68.4
1949	20.2	13.9	65.9

Commenting on this information, Al Manuti, president of Local 802, declared it "spotlights more than ever the important issue in the current dispute with WOR-AM-TV, which is the survival of the musician." He said that station practices of using transcriptions are "forcing musicians to contribute to their own self-destruction." He added that "it is a sad commentary that with more than 3,000 radio stations in the U. S., the services of only 1,976 musicians were used in 1951 on only 354 stations."

AFTRA May Suspend Actor For Refusal to Testify

GIVEN 90 days in which to answer questions on purported membership in the Communist Party, John Brown, Hollywood radio-tv actor featured on ABC Radio *Adventures of Ozzie & Harriet*, faces suspension from the American Federation of Television & Radio Artists unless he cooperates fully with the House Un-American Activities subcommittee before which he refused to testify on Nov. 23, 1953, during Los Angeles closed hearings [B•T, Feb. 15].

Appearing before the AFTRA Hollywood local board of directors on Feb. 19 to answer charges of violating the union's rules by refusing to cooperate with a congressional committee, he denied present Communist Party or any subdivision membership. Stressing that he had signed loyalty oaths for American Federation of Radio Artists and Television Authority, the predecessors of AFTRA, as a national board member of those organizations, Mr. Brown declared he had "never lied" to his union. He refused, however, to answer AFTRA board member questions concerning Communist Party activity prior to the time those affidavits were required.

L. A. AFTRA Chapter Elects New Officers

NEWLY elected president of the Los Angeles local, American Federation of Television & Radio Artists, is Olan Soule, succeeding Frank Nelson, who remains national vice president. Also elected are Ken Peters, first vice president; Jud Conlon, second vice president; Parley Baer, third vice president; Rod O'Connor, fourth vice president; Willard Waterman, recording secretary, and Stan Farrar, treasurer.

Added to 25 holdover board members are Will Wright, Lillian Randolph, Joe Forte, Larry Dobkin, Jeanne Bates, Jack Kruschen and Norman Field, actor members; Art Gilmore and Knox Manning, announcer members, and Jan Williams and Bill Seckler, singer members.

SWG Cites 'Abuses' By Tv Film Producers

SEVERAL "abuses" of the minimum basic agreement with tv film producers have been uncovered by Screen Writers Guild in its investigation of below-scale deals and other "borderline practices" [B•T, March 1], and "immediate steps" are being taken to rectify them, according to guild officials.

The probe, a guild spokesman said, followed complaints from tv film writers of various violations, including speculation writing, advertising credits, setup on flat deals and other practices considered "violative of the spirit if not the actual letter" of guild contracts.

NBC NAMES EVANS IN ADV. REALIGNMENT

Jacob Evans is named head of all centralized national advertising for all NBC divisions in series of changes in the network's chain of command.

JACOB EVANS, NBC-TV director of advertising and promotion, has been named head of all centralized national advertising for all divisions of NBC, including the radio as well as television network, it was learned last week.

MR. EVANS

Disclosure that he had been given a new assignment came in an announcement of a realignment of the chain of command affecting a number of NBC officials. This announcement said he had been made director of national advertising and promotion, and it was understood that details of the new organization of the department would be made known shortly.

Mr. Evans headed advertising and promotion for both radio and tv for NBC until last summer's divorcement of radio and television activities in several major departments; at that time he was named NBC-TV advertising and promotion head, and Ridgway Hughes was given a similar assignment for NBC Radio.

Other changes disclosed in the announcement included the assignment of Financial Vice President Joseph V. Heffernan to additional duties in assisting NBC management in "forward planning of overall company projects."

Samuel Chotzinoff, general music director, who heretofore has reported to Mr. Heffernan, will now report to Thomas A. McAvity, vice president in charge of tv network programs. The change was made because it was deemed more appropriate for the music director to report in the program rather than financial department, and he will continue to be concerned with radio as well as tv music, it was explained.

President Sylvester L. (Pat) Weaver Jr., announcing the changes, said they were made to provide direct channels of communications between the operating departments concerned and the NBC executive management. They include:

O. B. Hanson, vice president and chief engineer; Harry Bannister, station relations vice president; David C. Adams, staff vice president; Mr. Evans, and George D. Matson, controller, will report to Executive Vice President Robert W. Sarnoff. William S. Hedges, vice president for integrated services, will report to Earl Rettig, vice president for production and business affairs. Joseph A. McDonald, treasurer, and Thomas E. Ervin, vice president and general attorney, will continue to report to Mr. Heffernan.

MEET CONSIDERED ON NBC SPOT PLAN

NBC Radio Affiliates Committee Chairman Robert Swezey offers to try to arrange meeting of full committee to hear NBC Radio's spot plan if 'a sufficient number of stations wish to do it.'

MEETING of the full NBC Radio Affiliates Committee to hear the network's story of its new plan to sell one-minute spots in network radio programs [B•T, March 8, 1] will be called "if a sufficient number of stations wish to do it," Chairman Robert D. Swezey, WDSU New Orleans, said last week.

Replying to Robert B. Hanna Jr., WGY Schenectady, N. Y., who was a member of the executive committee that dealt with NBC on the plan, Mr. Swezey said, "I have no objection whatever to attempting to set up a meeting of the whole affiliates committee in order to give the network officials an opportunity directly to explain the network participation plan, and any or all other proposals they may have, to the entire group."

Hanna Objects to Plan

Mr. Hanna had objected strongly to the NBC spot plan in a letter to Chairman Swezey, calling it another "short-range expediency measure" that would weaken stations, NBC and the radio medium as a whole.

Chairman Swezey wrote that he already has letters from four members of the affiliates committee indicating they feel "such a meeting would serve no useful purpose at this time, and that the matter might better be left where it is as one for the individual decision of each affiliate." He said he is inclined to agree with these four "unless it is quite apparent that a substantial majority of affiliates want such a meeting."

In his letter to Mr. Hanna, Chairman Swezey took exception to the latter's suggestion that the affiliates group gave "automatic approval" to the proposed plan. He wrote:

I am sure that most of the members of the committee gave it (the plan) very thorough consideration over a period of several weeks. I was frankly impressed, as I believe the other members of the committee were, with Mr. Weaver's (NBC President Sylvester L. Weaver) obvious conviction that the plan was designed to make network radio an attractive buy for numerous new prospective sponsors. I was also impressed, as I think we all should have been, by the fact that after weeks of deliberation, no member of our committee was able to come up with any specific suggestion better calculated to accomplish the stated objective.

I do not like any more than you do the position in which network radio finds itself today. On the other hand, I am convinced that the only way that position can be improved is by action, not by wishful thinking. If relatively minor modifications in network sales procedure so alarm you, how can you possibly steel yourself to countenance the 'drastic revision of traditional thinking' which you say may be necessary to this situation.

So far as I am concerned, the committee has done everything it can to serve any useful purpose in these circumstances. Our report to the affiliates is perfectly straightforward; our action commits none of them. If they don't like the plan as individuals, or as a group, there is certainly no compulsion for them to accept it.

Recalling past "prophecies of doom in this business," Mr. Swezey said he was not moved by Mr. Hanna's arguments. He added, "I honestly cannot believe that anything NBC can reasonably be expected to do under its proposed plan for the sale of network participations will have any formidable or deleterious effect on the radio medium."

WMBV-TV Marinette, Wis., arranges for NBC-TV affiliation. L to r, William E. Walker, WMBV-TV president; Sheldon B. Hickox. NBC director of station relations, and Joseph D. Mackin, WMBV-TV general manager. The ch. 11 outlet expects to go on the air in early August.

New Radio Network Forms in Idaho, Wash.

FORMATION of a Washington, Idaho regional radio network was announced last week by Paul W. Carter, general manager of the New West Radio Network in Spokane, Wash.

Edward J. Agnew has been named sales manager of the network, which will maintain studios and general offices at 204 Symons Building.

"New West Network will be comprised of eight affiliated stations in Washington and Idaho," Mr. Agnew said. The network plans include a regional meeting to be held every 13 weeks in one of the affiliated cities. First broadcast over the full network is scheduled March 15.

Stations in the network are: KRPL Moscow, Idaho; KRLC Lewiston, Idaho; KSEM Moses Lake, Wash.; KCLX Colfax, Wash.; KFDR Grand Coulee, Wash.; KWAL Wallace, Idaho; KSPT Sandpoint, Idaho, and KSPO Spokane.

Mr. Agnew formerly was associated with Wes-New Productions, a Northwest radio and television production agency.

West-Pacific Advertising Agency in Spokane, Seattle, Portland and Tacoma is handling the New West Network publicity and promotion. Dick Godon is account executive.

'Fibber McGee' to Stay On Air During Summer

NEW quarter hour five day weekly NBC Radio *Fibber McGee & Molly* format will remain on air during the summer months, Hollywood network offices have announced. NBC executives said successful policy of allowing affiliate stations to sell local participations to supplement the present six network participations was responsible for the program's expansion to full 52 weeks.

AB-PT Declares Dividends

BOARD of directors of American Broadcasting-Paramount Theatres Inc. has declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable April 20 to holders of record on March 26, it was announced last week by Leonard H. Goldenson, president.

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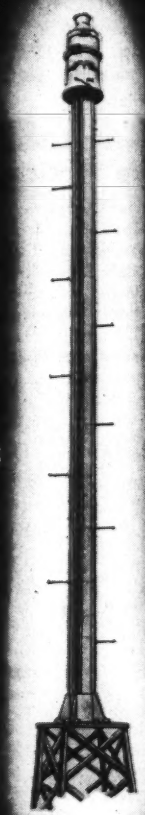

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WGR 55

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WSEE-TV Erie-CBS-TV affiliation, effective April 25 [AT DEADLINE, Feb. 22], is negotiated by (l to r) George Mead, president, and Charles Denny, general manager, both WSEE-TV, and Herbert V. Akerberg, CBS-TV vice president in charge of network station relations.

Framer Asks Court Ruling On 'Strike It Rich' Proposal

SUMMONS and complaint were served last week upon Henry L. McCarthy, commissioner of the New York City Dept. of Welfare, in a New York State Supreme Court civil action started by Walt Framer, producer of the *Strike It Rich* television and radio show (CBS-TV and NBC Radio).

Mr. Framer said he is asking the court for a declaratory judgment to the effect that the welfare department has no authority to require the show to obtain a license from the welfare department. Mr. Framer noted that in recent weeks Comr. McCarthy has been threatening to require him to obtain such a license. Mr. McCarthy has 20 days to reply to the summons.

The action by Mr. Framer was the latest in a flurry of activity that started over the program about five weeks ago when Comr. McCarthy branded it a "national disgrace" and contended it made a public solicitation of funds and, accordingly, needed a license from his office in order to continue to operate [B•T, Feb. 8 et seq.]. Two weeks ago, the giveaway program was given a clean bill of health by New York State's Joint Legislative Committee Investigating Fraudulent Charities.

Montgomery, Ala., Linked

WITH the completion of the first section of a proposed 400-mile radio relay route between Atlanta, Ga., and Jackson, Miss., a 164-mile link between Atlanta and Montgomery, Ala., tv network program service is now available to WCOV-TV Montgomery, AT&T has reported. When completed the full route will provide six channels: Two westbound for tv, one in each direction for telephone use and one each way for maintenance and protection. Project is a joint undertaking of Southern Bell Telephone & Telegraph Co. and Long Lines Dept. of AT&T. Remaining section is scheduled for completion by June.

Webb Turns to Blues

JACK WEBB, creator and portrayer of police hero Sergeant Joe Friday on *Dragnet* (9-9:30 p.m. EST, Thurs. on NBC-TV, Tues. on NBC Radio), is the subject of *Time* magazine's cover story for this week's (March 15) issue. Mr. Webb, whose filmed tv *Dragnet* currently is outranked only by *I Love Lucy* in both the Nielsen and ARB national network tv ratings, was reported by *Time* to be planning a new half-hour tv film package, *Pete Kelley's Blues*, combining crime, hot jazz and the nostalgia of the 1920s.

Mary Margaret McBride To Take Summer's Rest

MARY MARGARET McBRIDE, one of radio's best known commentators, a veteran of 20 years on the air, announced on her ABC program last Tuesday that she was leaving for a summer's vacation after her May 15 broadcast, but that she might be back in the fall—she'd like to do a half-hour simulcast, she said.

Her announcement, which came unexpectedly, pointed out that her five-a-week programs and her five-a-week newspaper columns leave her only Friday nights for herself, and that she would like to take the summer to rest up. She told her listeners that she would like to have an "honor roll" of names of all persons who have listened to her commentary and interview shows for as much as 15 years, and asked those who fit this category to write her.

Miss McBride has developed a wide following during her time on the air. She was with WOR New York for many years, then moved to WNBC New York, and then, a few years ago, to ABC.

WDGY Joins MBS March 29

SIGNING of WDGY Minneapolis, independent outlet and oldest commercial station in Minnesota, as a fulltime affiliate of Mutual Broadcasting System, effective March 29, was announced last week by Earl M. Johnson, Mutual vice president in charge of station relations. Station, which started in 1923, operates on 1130 kc with 50 kw day and 25 kw night and is owned by Twin Cities Broadcasting Corp., headed by C. T. (Swanee) Hagman, president and general manager. It replaces WLOL as MBS outlet there.

Arbuckle to NBC Spot Sales

RICHARD C. ARBUCKLE, former general sales manager of WERE Cleveland, has joined NBC Spot Sales as a radio account executive. Before joining WERE last year, he had been an account executive with WCAU-AM-FM-TV Philadelphia for three years and formerly had been on the New York sales staff of Edward Petry & Co.

Mensig to Detroit Post

PAUL MENSIG, account executive in the Chicago office of NBC Spot Sales, has been promoted to division radio manager of NBC Spot Sales, Detroit. With this organization since October 1952, he previously was with H. I. Christal Co., Crosley Broadcasting Corp. and WGN Chicago.

RCA COLOR TV PRODUCTION STARTS IN NEXT 10 DAYS

First commercial receiver models due to dealers soon, with list price near $1,000. Production of 15-inch tubes now 2,000 monthly.

PLANS for launching production on RCA's first commercial models of color television receivers "within ten days" were announced last Thursday by Frank Folsom, RCA president, who said the move was "three months ahead of schedule."

In announcing set manufacturing plans, Mr. Folsom revealed production of RCA 15-inch tricolor picture tubes had reached a going rate of 2,000 a month. He said they are being shipped as produced by RCA to various set manufacturers and will be incorporated into sets produced by them.

Preview March 26

Mr. Folsom added that RCA has invited virtually all television set manufacturers to a meeting on March 26 at the Bloomington, Ind., plant for a view of RCA's first commercial color receivers in production. The visitors, as licensees of RCA, also will be provided with detailed manufacturing drawings, bills of material, sources of supply, technical detail and engineering information pertaining to the building of the first RCA commercial model, the CT-100.

The CT-100 was described by Mr. Folsom as an open-face console, equipped with a 15-inch tricolor picture tube and having a tentative list price of $1,000. RCA has been manufacturing this basic model for several months on a pilot production basis.

"While production of the RCA color sets will be in relatively small quantities at first," Mr. Folsom continued, "production will climb steadily in future months as tooling operations are expanded and component supplies grow. Several hundred sets already have been built at the Bloomington plant on a pilot production schedule, and this has enabled technicians and engineers to accumulate valuable manufacturing know-how. While early experimental color receivers had as many as 100 tubes, the RCA production models have 36 tubes, including the tricolor kinescope."

Mr. Folsom said RCA believes the public demand for color sets will exceed the supply for some time, and the company therefore plans to continue large-scale production of black-and-white receivers.

Mr. Folsom said news of RCA's attainment of the going rate of 2,000 a month in the production of 15-inch tricolor tubes was contained in a letter to FCC on March 5. The letter, written by Dr. C. B. Jolliffe, vice president and technical director of RCA, also said that RCA had made "progress in the development of 19-inch tricolor tubes."

The letter noted that in the RCA-NBC petition for approval of color television standards, it was stated that within a period from six to nine months from the date the decision to proceed was made, RCA could expand its pilot production plant to attain a going rate of 2,000 tricolor tubes a month. The letter added that instead of the stated period, RCA had achieved the 2,000 going rate within a period of two months following the Commission's color decision.

WILLIAM J. MORLOCK (l), general manager of General Electric Co.'s Commercial Equipment Dept., on a Virginia visit congratulates William C. King Jr., chief engineer of WVEC-TV Hampton, on installation of a 12-kw ch. 15 GE tv transmitter and studio gear at the station.

ATI Announces '3-D' Tv; Says 10,000 Sets Ready

U. A. Sanabria, ATI president, says the '3-D' system uses two tv cameras, two tv channels and a 'twin-screen' tv set.

AMERICAN Television Inc., Chicago, has perfected a "3-D tv" system and some 10,000 "twin screen sets" are available for which orders will be taken, U. A. Sanabria, president of ATI, announced last week.

Whereas the old ATI method encompassed a motor device and use of a single tv channel, the new technique involves use of two cameras and two station channels to provide different camera angles of the same program, and a $500 set utilizing two 21-inch tubes.

Mr. Sanabria said he has been negotiating with Chicago tv staions, but declined to identify them. He said two cameras could be moved into a studio of one station and beamed on a paricular program, and could go out over both channels. Closed circuit demonstrations were to be held at ATI showrooms last weekend.

Under the old system of a year ago, viewers were told they could see "two programs instead of one on each channel, giving you eight program choices on the present four Chicago stations instead of only the accustomed four." The attachment was to have been offered for $10.

Mr. Sanabria explains his new system in full-page ads, handled by Marthens, Galloway & Simms Inc., as follows:

To see depth, we know we must use two eyes —not just one—therefore a 3-D tv pick-up and viewer must basically be a "two-eyed," not a "one-eyed" set. In other words, it must have two picture screens. . . . But a two screen or double screen set will provide you with perfected 3-D tv as well. You need only add an ordinary stereo-viewer to your household gadgets and when you look through this, the two pictures combine into one 3-dimensional picture—for we are using two television stations instead of one and two cameras instead of one. One camera is the left eye and the other is the right eye and that is all there is to it. It is just that simple. The sponsor buys time on two stations and you see a 3-D show with the use of the two screen or "twin screen" set and the stereo-viewer. . . .

TEN MANUFACTURERS READYING ASSEMBLY LINES FOR COLOR TV

RCA to begin production of 15-in. color consoles in 10 days. Philco, DuMont, CBS-Columbia and Packard-Bell have no current plans for the output of color tv receivers.

ALTHOUGH only one manufacturer has a color tv receiver on the market (Westinghouse, with a 15-in. console at $1,295); [B•T, March 8], ten others are readying production lines for color tv output in coming months.

RCA plans to begin production of 15-in. color consoles in 10 days, with some sets becoming available to dealers in April (see separate story on page 99).

Raytheon promises to have a few sets out by April 1.

GE plans to put its set on the market by mid-June.

Admiral looks to the latter part of 1954.

Zenith will send out about 100 to distributors.

Hallicrafters will have a color receiver for the public later this year.

Motorola will have a color set on the market the last half of this year.

Crosley will put a model out this fall.

Kaye-Halbert may have a color set out late this fall.

Emerson is due to release details of its rental plan [B•T, March 8] this week.

Significantly, some manufacturers report they have no current plans for color receivers. Among them are Philco, DuMont, CBS-Columbia and Packard-Bell.

Key to the passive pace of color receiver production apparently is color tube production. Asked for production estimates, most manufacturers say it is dependent on color tube output. Big question in some minds is whether the first mass production quantities of color receivers will be 15-in. models or will use the newly developed 19-in. tube.

The following reports are based on a B•T survey of major television set makers:

To Dealers in April

RCA expects to have color sets on the production line before the end of March and in their dealers' showrooms during April. They will be console models with 15-inch viewing tubes. The retail price has tentatively been set at $1,000. No estimate of RCA's 1954 production of color sets forthcoming, but the company supports its earlier estimate of 70,000 as the output of the tv set manufacturing industry.

A spokesman for Admiral Corp. said his firm will turn out some color sets the last part of 1954, but declined to say how many. Last year, Admiral indicated it planned to produce perhaps 30,000 receivers. Estimated price was $1,175 for sets with 15-inch tubes. Admiral has had a few pilot sets on the production line.

A Philco spokesman said the company has no "immediate" plans for future color tv receiver production. Some Philco color demonstration sets were shipped to distributors, but these have been returned to the factory, he advised.

General Electric Co. expects to have color sets on the market "in limited quantities" by the end of June, in "greater quantities" in the third quarter of the year. Prices will be "$1,000 or more" for console model receivers with whatever viewing tubes are "practicable at the time." Situation is so flexible that tubes of 19 inches or larger may be ready then to replace the 15-inch tube of present color sets. GE would not estimate its own color set output for this year and stood by its earlier estimate of an output of about 100,000 receivers by the entire tv set manufacturing industry.

Motorola Inc. has been turning out pilot models in the hundreds, and expects to offer some receivers in the last half of this year. Consumer output was said to depend on tube delivery. Early price estimate was $1,150 for the conventional 15-inch tube but initial production will be predominantly in the 19-inch tube console lines.

Paul V. Galvin, Motorola president, predicted last week that the industry will sell about 100,000 color receivers this year and 5.5 million tv sets overall. The color set figures represent a downward revision from predictions some two months ago, he noted, adding that color tv will be significant saleswise in 1955.

Emerson Will Rent

Emerson Radio & Phonograph Co. will announce this week details of its plan to rent, rather than sell color sets to the public [B•T, March 8].

Emerson color sets will be console models with 15-inch picture tubes. Company spokesmen declined to estimate Emerson output and cited industrywide figure of 50,000 sets in 1954 predicted by Benjamin Abrams, Emerson president, at the time of FCC approval of the compatible color system.

Allen B. DuMont Labs does not plan to manufacture color receivers for sale to the public until larger size tubes are available and sets can be priced at commercially practicable figures. Repeating that statement, first made in January at the Chicago Furniture Show, W. H. Kelley, DuMont vice president in charge of marketing, last week in a letter to distributors said: "We are working day and night to perfect that color receiver with a screen size and price tag that will be applauded by the buying public —and by you."

Zenith Radio Corp. has "pegged" about 100 sets for distribution, which it announced some weeks ago, and Comdr. E. F. McDonald Jr., Zenith president, has indicated that his organization will turn out color sets in some quantity when the receiver is not as complicated and complex as at present and when it can be offered at a reasonable price. Zenith's tube subsidiary, Rauland, has produced 19-inch tubes, it was explained.

Crosley announced last week that it will introduce a 17-inch color receiver this fall. It declined to state what the price will be. Set will contain the Lawrence Chromatron, developed by Chromatic Television Labs.

Hallicrafters Co. hopes to turn out some color units later this year, but right now is awaiting "perfection" of the 19-inch picture tube, it was explained. Initial production will be in consoles, but no estimate was made on number of sets it expects to turn out. Reference was made to developmental work on both the RCA and Lawrence tubes. Price will be about $1,000, a spokesman said.

Hallicrafters shipped 20 pilot models to its distributors for the New Year's Day Tournament of Roses telecast.

As a "vertical" manufacturer capable of making its own tubes and receivers as well, Raytheon Mfg. Co. plans to have a "few sets" in the hands of dealers by April 1. It already has shipped some quantities to dealers.

Total 1954 output will depend on "technological and marketing development," it was explained. Raytheon will turn out a "minimum" of the 15-inch variety, and step up its size to 19 inches, all in the console size. The price will be in the "neighborhood of $1,000," a Raytheon spokesman said.

CBS-Columbia has no immediate plans for putting color sets on sale to the general public. Company is now using 15-inch tube color receivers in its training course for servicemen in color tv and is also giving them engineering field tests, with a limited number of these sets available to distributors for showing to dealers. Company spokesmen declined to comment on size of viewing tube and price of color sets eventually offered for sale by CBS-Columbia.

Hoffman Radio Corp., will have its "colorcaster" console color tv set on the market within sixty days, but instead of consigning a certain number of sets to dealers will take orders for immediate delivery. Price is set at approximately $1,200. While eventual size and availability of picture tubes cannot be predicted, General Sales Manager Walter L. Stickle said his firm's current model uses a 14½-inch tube which yields a 12½-inch picture after masking. In color tv set production since last October and with color tv sets in most major cities since January, production this year will be determined by allotment of color picture tubes in marketable sizes and acceptance of selling price by public, according to Mr. Stickle.

Packard Awaits Market

Packard Bell Co. reports it will go into color tv set production when market is ready. Firm maintains a completely integrated radio tv chassis and cabinet construction and assembly plant under a single roof and, according to Executive Vice President Robert S. Bell, predicted it will be late 1955 before there will be a mass market for any color tv sets. Almost certain Packard Bell will use a console model, he estimates price at $1,000.

Kaye Halbert Corp. is concentrating all efforts in turning out the first all-printed circuit black-and-white tv set on the market by June 1, according to Advertising Manager Jack Brembeck. Kaye Halbert may be in color tv set production by late fall and while anticipating a 21-inch tube, he pointed out this of course depends upon the tube manufacturers.

U. A. Sanabria, president of American Television Inc., said his firm does not plan on color set production for consumer use and felt "3-D" will be here before color tv (see separate story on page 99).

Larger Color Tubes

GENERAL ELECTRIC reportedly is ready to lay off 125 to 150 production workers at its color tv tube plant in Syracuse within the next fortnight to permit production schedule changes looking toward manufacture of tubes larger than 15 inches.

Mintz to CBS Board

SEYMOUR MINTZ, newly-elected president of CBS-Columbia, tv and radio set-building division of CBS [B•T, March 1], has been elected a member of the board of directors and a vice president of the parent corporation, William S. Paley, CBS board chairman, announced Thursday following a meeting of the board.

Muntz Tv Hearing Continued to April

HEARING on a contempt citation stemming from bankruptcy proceedings which involved Muntz Tv Inc. and two subsidiaries has been continued to April 9 by the Chicago Federal District Court.

A petition, filed on behalf of Muntz Tv, asked the court to empower trustees named by Judge Win G. Knoch to file a $10 million damage suit against I. Harvey Levinson, an attorney; U. A. Sanabria, president of American Television Inc., represented by Mr. Levinson, and Raymond Olson, former chief engineer for Muntz. It seeks a contempt of court ruling against the three principals.

Mr. Levinson had charged corporate irregularities and mismanagement by officers of Muntz Tv and two subsidiaries, Tele-Vogue Inc. and Muntz Industries Inc. Mr. Sanabria holds 220 and Mr. Olson 100 shares of Muntz Tv stock, according to the attorney.

The Muntz petition asked the new trustees in bankrupcy to start court action. It alleged that Mr. Levinson and other parties had made false and fraudulent charges tending to undermine reorganization of the Muntz companies. The firm was placed in reorganization March 3, one day after a Chicago Advertising agency, Michael Shore, and two suppliers filed bankruptcy charges against Muntz Tv and its subsidiaries. They claimed unpaid bills of $476,000, liabilities of $13 million as against $3 million in assets, and also contingent liabilities of $10,000.

Mr. Muntz expressed surprise at bankruptcy action, but acknowledged substantial losses since March 1953, which he attributed largely to repossessions of Muntz tv sets. Mr. Levinson had claimed a Muntz tv service policy had been depleted by poor management.

Judge Knoch has set a July 30 deadline on the proposed plan of reorganization by shareholders and creditors, and trustees were instructed to file by Aug. 30. A hearing on the proposals was set for Sept. 15.

Argento Sees Color Tv in Mass Market Before 1956

AS with other phases of electronics, developmental work on tubes will determine the gait of color television toward a mass market, according to Henry F. Argento, vice president and general manager of Raytheon Mfg. Co.'s radio-tv division.

At the same time, he predicted that television will reach the "multiple use" stage of radio when color arrives, with a "color receiver probably in the living room and two or three black-and-white sets in other rooms of every home." But colorcasting will not begin to hit the mass market before 1956, he prophesied. And black and white has yet to reach maximum production.

Mr. Argento addressed a luncheon session of the Broadcast Executives Club of Chicago, speaking on "Where Are We In Color Television?"

Tracing the development of radar and monochrome tv, Mr. Argento noted that tubes have always been the prime key in electronics. He pointed out that the industry enjoyed a new January sales record this year after slumping sales last fall, and felt that public confusion over color claims had lessened.

Mr. Argento said that manufacturers are working "frantically" to turn out tubes and that a 19-inch tube (with 15-inch surface) probably will be out by summer. He guessed that 1954 output would be between 75,000 and 100,000 color models, and that by the second or third quarter of 1955, some manufacturer will "come up with the right answer to the tube problem." Then, he said, a transition period will follow allowing for work on the tubes in the factory.

MM&M Predicts Limited Use Of Tv Tape in Near Future

ONLY limited commercial use is expected within the next year or two by Minnesota Mining & Mfg. Co., St. Paul, for tv tapes it is producing for color or monochrome pictures, company executives said last week.

In a report to stockholders, William L. McKnight, board chairman, and Herbert P. Buetow, president said the tv tape, as demonstrated recently by RCA, offers eventual "sizable" markets but is not an important sales factor this year.

These observations accompanied MM&M's annual report, released Tuesday, which reported record sales of $219,916,383 in 1953, a 19% increase over the previous year. The manufacturer of sound recording tapes and other products reported $49,177,771 in profits before taxes for the year ending Dec. 31; net income of $17,977,771 (second highest in the company's 51-year history), and net earnings of $2.14 per common share.

Demand for MM&M products in the early part of 1954 has continued at "approximately the same high level as at this time a year ago," according to Messrs. McKnight and Buetow.

In the Palm of Your Hand!

Let WINDY, the bright spirit of TV in Central Kansas, show you how to put the big Central Kansas market right in the *PALM OF YOUR HAND!* Let one station—**KTVH**—demonstrate your product before the big TV audience in Wichita and Hutchinson, plus 14 other important communities. Reach for your share of this rich market by contacting a **KTVH** business office in Wichita or Hutchinson. Studios in Hutchinson; Howard O. Peterson, General Manager.

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Philco Corp. Sales $430 Million in '53

PHILCO Corp. sales were a record $430,420,000 last year, an increase of $63,456,000, or 17% over 1952, William Balderston, president, and James T. Buckley, board chairman, said in an annual report last week.

The report said all major divisions shared in the gain.

Total 1953 net earnings were $18,351,000, or $4.86 per common share after taxes, compared with $11,491,000 or $3.15 per share on fewer shares in 1952.

Net income from operations was $13,068,000, or $3.43 per share of common stock outstanding on Dec. 31 after payment of a special year-end 5% stock dividend, the Philco officials said. In addition non-recurring net income from sale of WPTZ (TV) Philadelphia amounted to $5,283,000 or $1.43 a common share after taxes.

Capital expenditures in 1953 were $7,446,000.

The report noted that a new Philco television plant went into production early in 1953 in Philadelphia, and a plant for production of refrigerators and home freezers is nearing completion at Connersville, Ind. Philco is completing a plant at Toronto, Ont., for manufacture of radios, tv receivers and electronic equipment.

Maj. Armstrong's Widow Named Sole Beneficiary

WILL of Edwin H. Armstrong, noted inventor of fm and other broadcast developments, who died early last month [B•T, Feb. 8], admitted for probate March 5, leaves his full estate to his widow, Esther Marion Armstrong. Mrs. Armstrong was also appointed as sole executrix of the estate, according to Dana M. Raymond of Cravath, Swaine & Moore, Maj. Armstrong's attorneys. The will, executed April 28, 1942, does not specify the amount of the estate, which Mr. Raymond said has not yet been determined. The varied interests of the inventor are making the evaluation of his estate a more than normally difficult task, he said.

One asset of the estate which the legal firm is now trying to dispose of is the pioneer experimental fm station at Alpine, N. J., on which it is estimated Maj. Armstrong spent well over $1 million since 1938. Station, originally W2XMN and recently operating as KE2XCC, suspended operations at 9 p.m. March 6, its final broadcast a half-hour program of memorial to its founder.

Feelers have been put out to try to locate some individual or organization that might take over the transmitter and tower atop the Palisades, Mr. Raymond said. He remarked that Columbia U., which Maj. Armstrong had served as professor of electrical engineering, might acquire the property.

RCA Color Gear Prices

COLOR equipment prices for RCA gear, announced in that company's catalog published a fortnight ago, are as follows and not as published in B•T March. 8:

Color network operating equipment, $9,455; color test equipment, $8,833.50; color bar test pattern and iommon equipment for local origination, $11,524; color slide camera chain, $27,717.80; color film camera chain, $45,737.80; color live camera chain, $67,123.90.

Prices are essentially reduced from those announced last year when RCA offered to supply custom built equipment to those eager to get ready for the advent of colorcasting.

MANUFACTURING SHORTS

Amplifier Corp. of America, N. Y., announces specifications of new magnetic recording products for special uses. Models include the Magneloop for repeating messages intermittently or continuously; the Flyweight Magnemite, battery-operated tape recorder for field use; the Flutter Meter, designed for measuring "flutter, wow and drift"; the Magneraser, tape erasure for all types of sound recording tape, and Professional and Portable Magnemites, tape recorders.

Sylvania Electric Ltd. (Canada), has purchased 12 acres at Dunnville, Ontario, where a plant will be built to manufacture tv sets. Production is scheduled to start in August. New plant will later also make other electronic products.

Polarad Electronics Corp., Brooklyn, N. Y., announces availability of portable all band spectrum analyzer, Model TSA, covering the range of 10 mc to 22,000 mc with three interchangeable RF heads. Further information may be obtained by writing to the company at 100 Metropolitan Ave., Brooklyn, 11.

Prodelin Inc., Kearny, N. J., announces its new 20-page, two-color catalog, "Coaxial Transmission Lines and Waveguide." Catalog contains pictures, descriptions and roughing-in dimensions of coaxial lines and waveguide for tv and microwave systems. Available without charge from the company at 307 Bergan Ave.

Vicom & Co. (Canada) Ltd., formed by British Vicom & Co. Ltd., to service and later build electronic communication equipment, with plant at Kingston, Ont. Company will for present work on military electronic equipment, but will branch out to mobile and marine communication equipment later.

Allen B. DuMont Labs Inc., Clifton, N. J., has published a 12-page bulletin describing the DuMont type 323 wide-band cathode-ray oscillograph. Bulletin is available upon request from Technical Sales Dept., Allen B. DuMont Labs Inc., 760 Bloomfield Ave., Clifton, N. J.

The Daven Co., Newark, N. J., announces that its 690 series of "plug-in" attenuation networks is now available. The "plug-in" feature permits input and output impedance to be changed to any value by substituting "plug-in" pads of the particular impedance desired, the company claims. Further information may be obtained from Daven Co., Dept. SX, 191 Central Ave., Newark.

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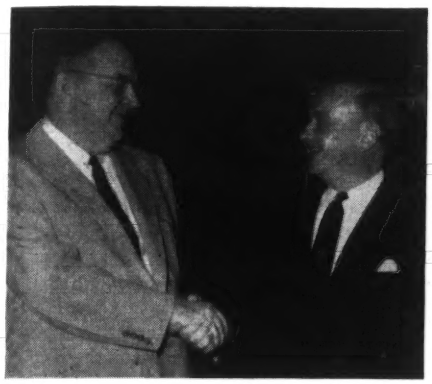
MILESTONES

►KFOR Lincoln, Neb., marked completion of its 30th year on the air March 3. The station began with 100 w on 1330 kc in 1924, now broadcasts with 250 w on 1240 kc.

►BERT ARNOLD, vice president-manager of KABQ Albuquerque, was honored at a birthday banquet given by that station's executives and staff members, and presented with a Radio Pioneers Club pin commemorating his 29 years in radio.



CARL E. GEORGE (r), general manager of WGAR Cleveland, is congratulated by Herbert E. Evans, vice president and general manager, Peoples Broadcasting Corp., on his 20th anniversary with the station. WGAR recently was acquired by Peoples Broadcasting.

►RALPH PAINTER, transmitter supervisor for WBTV (TV) Charlotte, N. C., has completed 25 years service with that station.

► KOTN Pine Bluff, Ark., celebrated its 20th anniversary of broadcasting March 12.

►JOHNNY LEE WILLS, western bandleader on KVOO Tulsa, celebrated 20 years of broadcasting last month with an anniversary party for his listening audience.

►JOE BIER, conductor of the *Town and Country Gentleman* program on WOR New York, will celebrate his 16th consecutive year as WOR farm editor on March 15. The program is said to be the oldest farm show on radio.

SIXTEENTH consecutive year's sponsorship of broadcasts on WGIL Galesburg, Ill., by Galesburg Order Buyers (hog buyers), occasions this cake presented by station General Manager Robert W. Frudeger (r) to Leonard Woods, president of the sponsoring firm. The buyers organization presents four market news programs daily.

Advertisement

From where I sit
by Joe Marsh

You Might Call it a "Gravy Train"

Was reading the other day about a Maharaja in India who has a miniature electric train all made of silver. Now, maybe that's not unusual for a prince, but this fellow had it running around on an enormous dining table in the royal palace.

The twelve cars on the train are loaded with different kinds of fruits, nuts, and beverages. And the train stops automatically in front of each plate so the person sitting there can choose what he wants.

From where I sit, the Maharaja is really going to extremes to impress his guests. Around this part of the world, hospitality certainly doesn't need all those fancy trimmings.

You don't have to spend a lot of money or go to a lot of work when some of your neighbors drop in. Just offer them what you have—coffee, tea, a temperate glass of beer—and let them make their own choice. They'll feel they're gettin, a royal *welcome!*

Joe Marsh

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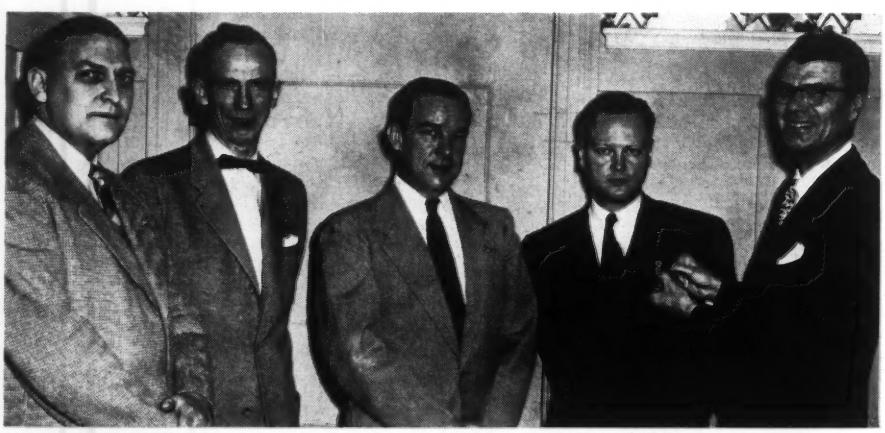
U. S. SEN. Matthew M. Neely, from whose initials WMMN Fairmont, W. Va., got its call letters, cuts the cake on the station's 25th anniversary. At ceremony (l to r): C. E. Smith, editor, *Fairmont Times;* the Senator; Frank Lee, assistant station manager; James H. Hanway, Fairmont mayor, and A. G. Ferrise, station manager. WMMN is owned by Peoples Broadcasting Corp.

► KFRO Longview, Tex., and its President James Curtis were given editorial congratulations by the *Longview Sunday News Journal* in recognition of 19 years of service, "in which they have added much to the stature of our city and the pleasure of residing in it."

►WMTR Morristown, N. J., celebrated its fifth anniversary on the air with a party for more than 1,000 children in the station's listening area. Though WMTR went on the air Dec. 12, 1948, it was decided to delay festivities until the holiday rush had ended. The party, which was held in Morristown's community theatre, was said to have cost less than $500 because of the cooperation of the station's sponsors.

► MBS *Man on the Farm* has celebrated its 16th anniversary, making it the oldest continuously sponsored radio program for the same client in the country, according to Mutual in Chicago. Show is transcribed and sponsored



TWENTY-FIVE-YEAR Westinghouse pins are presented to three WBZ-TV Boston employes by E. C. Swartley (r), general manager, to (l to r) Ellis Crossman, engineer; W. H. Hauser, assistant manager who joined Mr. Swartley in making the presentations; John Moses, engineer, and Robert Duffield, traffic and film manager.

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TWENTY-THIRD consecutive year of sponsorship for the Frederick and Nelson concert hour on KAYO Seattle is contracted by William S. Street (r), president of the Marshall Field - affiliated department store, with Robert E. Pollock (l), station general manager, and Tom Robin, program's announcer. The hour-long show is aired seven days a week.

by Quaker Oats Co. with Chuck Acree as m.c. Network also claims the show is one of the five oldest coast-to-coast radio programs on the air today.

► LESTER H. BOWMAN, director of technical operations, CBS-AM-TV Hollywood, has begun his 25th year with the network. Mr. Bowman joined CBS in 1929 and assumed his present position in 1949.

► WCHS Charleston, W. Va., has received Esso Standard Oil Co.'s 15-year public service award for carrying *Your Esso Reporter*.

► R. SANFORD GUYER, partner-general manager of WMOA Marietta, Ohio, begins his 31st year in radio Saturday.

CONGRATULATIONS go to Paul R. Mangus (r) upon completion of 30 years of uninterrupted service with the engineering staff of WSBT-AM-TV South Bend, Ind., from Neal B. Welch, general manager of the *South Bend Tribune* stations.

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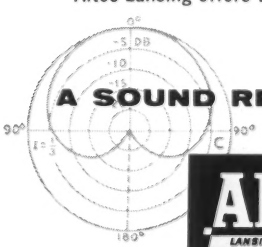
The 670 microphone is the answer to an increasing demand for a cardioid microphone that will deliver highest quality performance at moderate cost; a microphone that is small, rugged, and light in weight. Similar in appearance and performance to the famous Altec Lansing 639 and about one half the size, the 670 is ideal for sound systems and for radio and television broadcasting. It consists of a ribbon type velocity element coupled to an acoustical network and enclosed in an attractive lightweight plastic housing. The 670 is sturdy, easy to adjust and has a true cardioid pickup pattern, minimizing feedback and audience and background noises.

An outstanding feature of the Altec Lansing 670 is the adjustment shutter which allows positive and automatic selection of the desired directivity pattern. Setting the shutter at three different marked points will provide cardioid, figure eight or omnidirectional patterns. Settings between these points establish variations of the three basic patterns. This permits the continual shifting of the null point of the microphone over a 90 degree angle, thus effectively tuning out sources of undesirable noise.

Whatever your needs in the field of sound, it pays to remember that Altec Lansing offers the finest.



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CBS' Robinson Cites Television's Growth

HUBBELL ROBINSON, vice president in charge of programming for CBS, expressed confidence in the future of television at the first regional tv awards dinner sponsored by Television Assn. of Philadelphia and *Tv Guide* March 2 in Philadelphia.

Mr. Robinson noted the challenge facing the tv networks and said the medium has grown so rapidly that the top 10 shows are seen by 30 to 40 million people. He quoted Thomas Jefferson in these words: "It is part of the American character to consider nothing impossible. We are equal to anything we undertake."

The CBS executive said that "advertising does not have to be charming to be effective."

Approximately 400 guests representing television stations, advertising agencies, and allied business firms, attended the dinner. Among network stars who entertained were Morey Amsterdam, Art Carney, Denise Lor, Ken Carson, Kathy Godfrey, Fran Gregory, Shirley Harmer, Vicki Mills, Bambi Linn, Rod Alexander and Joel Gray.

Awards based on a poll of more than 14,000 *Tv Guide* readers were presented to 14 performers and programs voted most popular in the Philadelphia area, and special citations went to two local stations for outstanding achievements during 1953. The presentations were made by Dr. Robert L. Johnson, president of Temple U., who was assisted by Roxanne of the *Beat the Clock* show.

The award winners were:

Children's Program: *Junior Hi-Jinx*, Willie the Worm, WCAU-TV; Women's Show: *Let Skinner Do It*, George Skinner, WPTZ (TV); Sports Show: *Sports Final*, Jack Whitaker, WCAU-TV; Early Morning Show: *Mr. & Missus*, The Cranes, WCAU-TV; Educational Program: *Operation Blackboard*, WPTZ; Weather Show: Phil Sheridan, WCAU-TV; Newscaster: John Facenda, WCAU-TV; Music Show: *Bandstand*, Bob Horn, WFIL-TV; Quiz Show: *Cinderella Weekend*, Alan Scott, WCAU-TV; Interview and Comment Show: *Skinner's Spotlight* WPTZ; Commercial Announcer: Shelly Gross, WFIL-TV; Network Show Originating in Philadelphia: *Big Top*, WCAU-TV; Favorite WDEL-TV Show: *Jack's Juke Box*; Favorite WGAL-TV Show: *Red Kain's Comment*; Special Citations: *Big Idea*, Donn Bennett, WCAU-TV, and *Great Music*, Guy Marriner, WPTZ.

GOLDEN SLIPPER Square Club's 1954 humanitarian award goes to RCA Board Chairman Brig. Gen. David Sarnoff (r) from William H. Sylk, president of WPEN Philadelphia and vice president of the Philadelphia club [B•T, March 8]. Gen. Sarnoff turned over an accompanying $1,000 check to the club's children's camp fund.

NAFBRAT Honors 'Hallmark'

FIRST annual Lee de Forest Award of the National Assn. for Better Radio and Television was presented last week to Joyce C. Hill, president of Hallmark Cards Inc., sponsor of *Hallmark Hall of Fame* on NBC-TV and CBS Radio. Award is given for what is adjudged most consistent programming in the public interest. "What you have accomplished demonstrates that free commercial enterprise can work hand-in-hand with our best American ideals for education and information," Dr. de Forest, pioneer radio inventor, said in presenting the award to Mr. Hall in Los Angeles last Tuesday.

AT FIRST regional tv awards dinner sponsored by Tv Assn. of Philadelphia and *Tv Guide* are (l to r): Merrill Pannitt, national managing editor, *Tv Guide;* Donald W. Thornburgh, president, WCAU-AM-FM-TV Philadelphia; Roger W. Clipp, general manager, WFIL-AM-FM-TV; Dr. Robert L. Johnson, president, Temple U.; Roland V. Tooke, general manager, WPTZ (TV), and Franklin Roberts, president, Television Assn. of Philadelphia.

Advertisers

S. Carl Mark, formerly director of radio and tv, Al Paul Lefton Inc., N. Y., and formerly owner-general manager, WTTM Trenton, appointed president, Lit Brothers-Trenton, department store, that city.

Charles T. Fisher Jr., member of board, American Broadcasting-Paramount Theatres, and former RFC director, elected to board, General Motors Corp.

James Scheller, advertising manager, Armour Labs, appointed vice president for sales and advertising at Barry Labs, Detroit.

Albert J. Maleske, advertising department, Libby, McNeill & Libby, appointed sales promotion manager.

Franklin Bell, advertising and public relations director, H. J. Heinz Co., placed in charge of those functions for Heinz' four companies handling international business.

William J. Hamilton, sales manager, American Coating Mills Div., Robert Gair Co., appointed manager of brewery sales, folding carton division.

Harry G. Kebel, advertising brand man, Colgate-Palmolive Co. on Halo, Palmolive Soap, and other products, has resigned. His future plans were not announced.

Agencies

Sam M. Ballard, vice president, Geyer Adv. Inc., N. Y., elected to board of directors.

Arthur E. Taylor, vice president and account executive, J. R. Pershall Co., Chicago, elected to board of directors.

Rowland Laughlin, vice president, George H. Hartman Co., Chicago, elected to board of directors.

Jean Wade Rindlaub, first and thus far only woman vice president, BBDO, N. Y., and "Advertising Woman of the Year" in 1951, elected agency's first woman director.

MRS. RINDLAUB

Kenneth Hill, account executive supervisor, Aubrey, Finlay, Marley & Hodgson Inc., Chicago, elected a vice president.

Maurice Lesemann, copy supervisor, Foote, Cone & Belding Inc., L. A., elected vice president. **Leo B. Pambrun,** account executive, Young & Rubicam Inc., to FCB, L. A., in same capacity, and **Charles S. Melvin,** on active duty with office of Naval Intelligence for past 3½ years, returns to FCB as director of market research.

Ken G. Anderson named vice president and managing director, Walsh Adv. Co., Toronto. **Richard T. Hawkins** appointed manager, Windsor office, same agency.

W. T. Blakely, manager, Montreal office, McConnell, Eastman & Co., appointed a vice-president, along with **James W. Thain,** senior account executive, Toronto, **G. Gordon Wood,** manager, Vancouver office, and **L. K. Garwood,** creative director, Toronto office. **C. S. Bowie,** Montreal office, elected a director.

Herbert S. Hauser, creative director, and **David E. Diener,** account executive, Monroe Greenthal Co., N. Y., appointed vice presidents in addition to present duties.

NBC SPOT SALES National Director Thomas B. McFadden (c) congratulates Spot Sales executives William N. Davidson (r), newly appointed assistant general manager of NBC's o&o WTAM-WNBK (TV) Cleveland, and Ted Walworth, new sales manager of WNBK.

John J. Hussey and **Charles S. Winston,** account executives, Foote, Cone & Belding, N. Y., elected vice presidents.

George A. Huhn, Ruthrauff & Ryan, N. Y., to Ted Bates & Co., that city, as account executive, effective today (Mon.).

William Barth, formerly with Guenther-Bradford, Chicago, appointed account executive at Roberts, MacAvinche & Senne, same city.

Richard H. Godon, program director, KHQ Spokane, to West Pacific Adv., as account executive and director of radio.

Charles A. Mason, Detroit advertising executive, to Betteridge & Co., that city, as account executive.

Edmund Smarden, branch manager, Fennell Adv. Agency, L. A., to Western Adv. Agency Inc., same city, as account executive.

Kenneth P. Torgerson, Benton & Bowles, N. Y., to Dancer-Fitzgerald-Sample, same city, as associate media director.

Marijean Issac, New York representative, Arthur Meyerhoff & Co., to Blaine-Thompson Co., N. Y., as director of public relations and publicity, commercial division.

J. L. (Les) Kaufman, publicity director, William F. Broidy Productions Inc., Hollywood, and merchandising and promotion consultant, Grant Adv. Inc., that city, appointed head of agency's creative and merchandising dept. to service film producers and studios.

Kenneth R. Oelschlager, copy supervisor, Campbell-Mithun, Minneapolis, appointed creative director in agency's Chicago office. **Frank H. Newton** joins agency as copy chief.

Giles O'Connor, picture producer for Army Pictorial Center, to Hicks & Greist, N. Y., as radio-tv copy writer.

Richard E. Eskilson, Doyle, Dane, Bernbach Inc., N. Y., to Warwick & Legler, same city, in copy department.

Edith Driver Harper, head of tv copy, Stockton-West-Burkhart Inc., Cincinnati, to creative staff, George H. Hartman Co., Chicago.

Charles Range, formerly fire control operations

. . . NOW CALL
AVERY - KNODEL, INC.,
(National Representative) TO

Cover this *Gem with Channel 10

WGEM
TV-AM-FM
QUINCY, ILLINOIS
Newspaper affiliate
The Quincy Herald Whig

*wGEM tri-state market

To make your sales sparkle in this tri-state area, use this GEM of an outlet . . . WGEM-TV, in the GEM city of Quincy, Illinois. It is the most powerful VHF station on the mighty Mississippi River between St. Louis and Davenport-Rock Island. The WGEM-TV market contains nearly 400,000 people with a spendable income of over half a billion dollars. Channel 10 covers this GEM!

50,200 watts
VHF
ABC NBC Networks
Channel 10
wGEM-TV
QUINCY, ILLINOIS
JOSEPH BONANSINGA, GEN. MGR.

CBS Features Sarnoff

MACY may not tell Gimbel's but NBC does tell CBS. Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC, was to be a featured guest last Friday on CBS-TV's *Person to Person* program (Fri., 10:30-11 p.m. EST) and receive Edward R. Murrow in his New York home for a discussion on the electronics industry. The series is sponsored by American Oil Co., through The Joseph Katz Co. in the East, and by Hamm Brewing Co. through Campbell-Mithun Inc. in the Midwest.

director, NBC-TV Washington, to Courtland D. Ferguson Inc., Washington office.

Russell R. Rullman, vice president, The Caples Co., L. A., named chairman of Los Angeles Advertising Club civic activities committee.

Joseph A. Bond, 51, public relations director, Campbell Ewald Co., N. Y., died in Yonkers, N. Y., March 6.

Stations

Frank N. Jones and **Ray Reisinger,** account executives, WBNS-TV Columbus, Ohio, promoted to local sales manager and assistant merchandising manager, respectively. **Robert Mart,** formerly with *Ohio State Journal* to WBNS-TV, as account executive.

Henry A. Soulie, formerly with Snowdrift Sales Co., named account executive, radio time sales dept., WNOE New Orleans; **Jack Murray,** WIBC Indianapolis, to sales staff, WNOE.

Emerson Kimble promoted to station manager, WSPD Toledo, responsible for all radio operations, and **William Ashworth** named WSPD-TV national sales manager, in addition to present duties of merchandising director.

MR. KIMBLE MR. ASHWORTH

Melvyn E. Lucas, formerly with KMOD Modesto, Calif., to KCCC-TV Sacramento, as account executive.

Ray Marsh, account executive, WCOL Columbus, Ohio, promoted to acting manager, succeeding **Charles Reeder,** who returns to WING Dayton as acting manager.

Robert Forward, program director, KABC-TV Hollywood, named executive assistant to general manager, **Frank King.** He also assumes duties as business manager, succeeding **Charles Black,** resigned. **Hunt Stromberg Jr.,** writer-producer, ABC-TV Hollywood, to KABC-TV as executive producer, plus duties as program director.

Lee M. Smith, publicity director, West-Marquis Inc., L. A., to educational KTHE (TV) Los Angeles, as publicity and public relations director.

Bob Stephens, production manager, KFYO Lubbock, Tex., named assistant farm director, that station.

Leon Drew, executive director, Geller Theater Workshop, Hollywood, to KNXT (TV) that city, as production manager.

Wright Esser, formerly of KONA Honolulu and ABC Hollywood, to KGMB-TV Honolulu, as production manager.

Winston Jolly, traffic manager and supervisor of announcers, WGN Chicago, appointed assistant program director; **Bob Irving,** assistant traffic manager, named traffic manager, and **Margot Schermerhorn** named director of newly-created mail order department, same station.

Frederick Greene, sales promotion and merchandising dept., Amos Parrish Adv., N. Y., named advertising and sales promotion manager, WBZ-WBZA Boston-Springfield, succeeding **C. Lud Richards,** named to newly-created post of sales service manager.

MR. GREENE

H. D. Cory named sales manager, KAAA Red Wing, Minn.; **James Bailey** promoted to commercial manager, and **Everett Bolin** named sales representative, same station.

Dorothy Cotton, fashion advertising specialist, Schleisner Co., Baltimore, and formerly radio and tv fashion consultant and actress, appointed director of women's programs, WHEC-AM-TV Rochester, N. Y. **John MacDonald,** assistant sports announcer, CKOY Ottawa, to WHEC announcing staff.

Joe Klarke returns to WATH Athens, Ohio, as program director.

Bob Swartz, staff announcer, KHQ Spokane, named program director.

Francis Coleman, producer, CBFT (TV) Montreal, named program director, CBMT (TV) same city.

Jack Simonsen, film technician, CBLT (TV) Toronto, named technical director, CBHT (TV) Halifax, which is due on air this fall.

Baily Hobgood, continuity writer, WFMY-TV Greensboro, N. C., to WBT Charlotte, N. C., as assistant program director, effective April 1.

Richard Hildreth appointed news director, WRNY-AM-FM Rochester, N. Y.

Reid Collins, news staff, KWKH Shreveport, La., named new director, and **Bob Cameron,** recently discharged from U. S. Marines, returns to KWKH as editor with news bureau.

Jane-Ann Diekman, WPTR Albany, N. Y., to WTRI (TV) Schenectady, as continuity director and women's editor.

John W. Watts, WIS Columbia, S. C., named

The Sesac Transcribed Library

presents

LOU STEIN

and his JAZZ SEXTET

"Cool ! Crazy ! Greatest."

Joe Farris, WGKV, Charleston, W. Va.

"Fine stuff! Don't stop now! More ! More !

Jos. A. Speeney, WCVI, Connellsville, Pa.

"A welcome addition to our ever growing SESAC Jazz collection."

Edward Krieger, WSOO, Sault Ste. Marie, Mich.

The SESAC Library is **lowest in cost** for a complete Program Service.

SESAC INC.

475 Fifth Avenue, New York 17, N. Y.

FIRST annual stockholders meeting of KOA-AM-TV Denver includes (l to r); seated—Bob Hope, John Sullivan, William Grant, Mayor Quigg Newton of Denver city and county; standing—Don Searle, James L. Saphier, Ralph Radetsky, Myron Emrich, George Berger (rear), Herbert G. Andrews (of Hendrie & Bolthoff Co., KOA's Denver attorneys); David Touff, Robert Kohn, Walter Simon, Norman Tyre, Morrison Shafroth, Henry Toll, Hugh Catherwood, William J. Aherne, Arnold B. Gurtler Jr. and Richard M. Davis.

radio and building supervisor, WIS-AM-TV.

Al Pearce, radio-tv comedian-m.c., who retired from broadcasting industry in 1952, joins KCOP (TV) Hollywood as host of daily half-hour program.

Richard O'Connell named Spanish language special representative, KGBT Harlingen, Tex.

Bessie Natalizio, formerly with Syracuse *Post Standard*, to sales staff, WSYR that city. **Edwin Gruppe** to WSYR production staff.

William C. Rucker, formerly publicity director, Chamber of Commerce, Memphis, Tenn., appointed promotion director, WHBQ-AM-TV same city; **Dick Covington,** WHBQ disc m.c., promoted to program director.

MR. RUCKER MR. COVINGTON

Mel Mains, news director of defunct KCTY (TV) Kansas City, to news dept., WDAF-AM-TV same city.

Jacque Wells, announcer-d.j., WCBM Baltimore, to WWDC Washington, in same capacity.

Charles A. Davis to announcing staff, KOTV (TV) Tulsa, Okla.

Bill Huddy, disc m.c., KIST Santa Barbara, Calif., to KEYT (TV) same city.

Earle C. Anthony, president and general manager, KFI Los Angeles, and California automobile distributor, honored with civic dinner "in recognition of his 50 years of continuous service and achievement in California industry."

Rolland V. Tooke, general manager, WPTZ Philadelphia, elected to board of directors, Chamber of Commerce of greater Philadelphia.

Fred E. Walker, director of public affairs, WTTM Trenton, N. J., renamed membership drive chairman and elected vice president, 1954-55 season of Trenton Community Concerts.

Benton Paschall, vice president and general manager, WNOE New Orleans, named chairman, 1954 Traffic Safety campaign by New Orleans Chamber of Commerce.

Robert B. King, account executive, WDZ Decatur, Ill., received George Washington Honor Medal from Freedoms Foundation for his essay "The Quantity and Quality of Freedom in America."

Pat Monroe, director of women's programs, WPEN Philadelphia, elected correspondent secretary, Philadelphia chapter of American Women in Radio and Television.

Carl Berger, government news commentator, WWDC Washington, nominated by American Assn. for Public Information, Education and Research for special award for "conscientious services to government and its employes through the medium of radio."

Jack Brooks, news editor-disc m.c., WCCC Hartford, Conn., elected to East Hartford Advisory Board of Family Service Society.

Louis Weitzman, who handles advertising and sales promotion, WABC New York, father of girl, Amy, Feb. 20.

William H. Ryan, assistant promotion manager, KABC-TV Hollywood, father of daughter, Justy Ann.

Blaine Hanks, announcer, KOIN Portland, Ore., father of girl, Carol Elizabeth.

Dick Jayson, staff announcer, WHLI Hempstead, L. I., father of boy, Seth Orin.

Dr. Frank C. Baxter, instructor on KNXT (TV) Hollywood's *Shakespeare on Tv* course, presented with a certificate of commendation by Los Angeles Junior Chamber of Commerce for

"outstanding contribution to the cultural and literary development of Greater Los Angeles community" and "his leadership in the new field of education through tv," first award of its type made by local JCC.

Maurice F. McEvoy, president, Coronado Broadcasting Co. (KPBM Carlsbad, N. M.), died Feb. 28.

Networks

Felix Popper, music staff, New York City Opera Co., appointed assistant conductor, NBC-TV *Opera Theatre*, succeeding **Leo Mueller,** who resigned to accept chorus master post, San Franciso Opera.

Jimmy Durante has set up a nationwide organization, Jimmy Durante Associates for the City of Hope, to assist in maintenance of new children's leukemia wing recently added to Duarte, Calif., sanitarium.

Drew Pearson, radio-tv commentator and newspaper columnist, to receive 1954 Humanitarian award of Jewish Consumptives' Society of Denver for "outstanding service toward perpetuation of the democratic way," March 28 at society's golden anniversary celebration in Los Angeles.

Edward Arnold, star of MBS' *Coronet Story Teller*, to receive "Distinguished Service Citation" from U. S. Treasury Dept. tomorrow (March 16) for his work in U. S. Savings Bond Drive.

Film

John W. Loewe, specialist in creative film sales, named to head new Dallas sales office, Kling Studios Inc.

Manny Reiner, foreign manager, Samuel Goldwyn Productions Inc., adds duties as general sales manager for Westward Productions Ltd., producer and distributor of motion pictures for tv.

MR. REINER

Edwin T. Morgan, director of Kling Studios Inc., Chicago, appointed production director.

James Mitchell, formerly in charge of film div., International Business Machines, to Jerry Fairbanks Productions as sales representative in charge of newly opened Detroit office.

Don Ringsred, merchandising manager, Alexander Film Co., Colorado Springs, named assistant to president; **Kenneth Phillips,** assistant merchandising manager, succeeds Mr. Ringsred.

H. Roy Marks, sales executive, WEEI Boston, appointed manager of CBS-TV Film Sales' newly-established office in Statler Office Bldg., same city.

Arthur Miller, Academy Award-winning cinematographer for "Song of Bernadette" and "Anna and the King of Siam," to APB Corp., Hollywood, on *Deadline* tv series, which is being filmed by McCadden Corp.

Julius Ruben, Chicago industrial attorney, appointed administrative adviser, William F. Broidy Productions, Hollywood, in line with

Col. Long of WSAZ—From Tintypes to Color Tv

WE take things for granted today. Few people stop and wonder at the advances of science that have brought radio, television and now color television into the home.

But, in Huntington, W. Va., there is one man to whom the giant leaps of communications will never cease to be a wonder. He is one-time printer's devil Col. J. H. Long, 91-year-old patriarch of the *Huntington Herald-Dispatch* and *Advertiser*, owner of WSAZ Inc.

When WSAZ-TV broadcast the first color tv (NBC's *Bride and Groom*) to its West Virginia, Ohio, Kentucky, Tennessee and Virginia viewers on March 5, Col. Long was among those at the station watching the color monitor.

"Now the entire public must see it," he said. And he must have recalled in his long career in the communications field which has spanned modern day America—from the Civil War to today—the early newspaper hand-drawn illustrations, the tintypes, photography, ever improving in quality and in speed of transmission, color photography, television and now color tv.

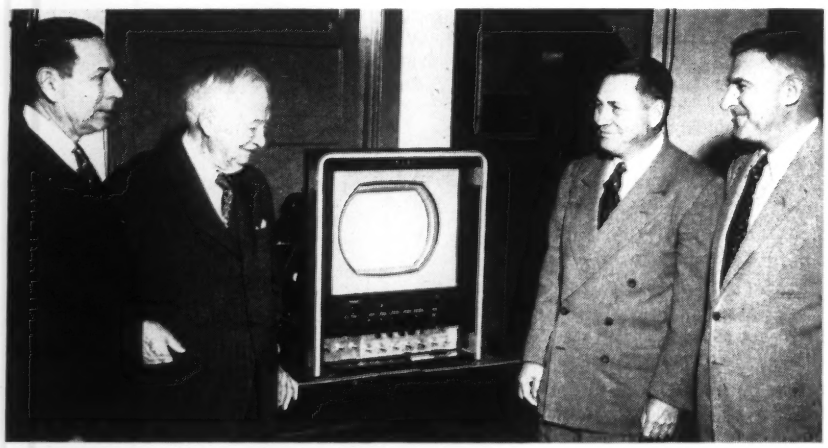
WSAZ-TV, on vhf ch. 3, began Nov. 15, 1949. It uses its own microwave relay system from Cincinnati to bring network programs to its area. WSAZ-AM, on 930 kc, with 5 kw day, 1 kw night, was established in 1923.

Col. Long's birthday in May will carry him through the richest period in American civilization. The Battle of Gettysburg was fought within earshot of his birthplace at Jonestown, Pa., when he was six weeks old. He grew up in conversations about the excellence of Brady's tintypes and the progress of the telegraph in handling messages of war.

In the early 1880's, as a typographer with a Wheeling newspaper, he struggled to impress his superiors with the potential of linotype. Later, with a partner in business and in debt for a linotype machine, he pounced on a late-breaking story of a shooting involving a prominent Wheeling couple, had his newspaper on the streets with details within an hour.

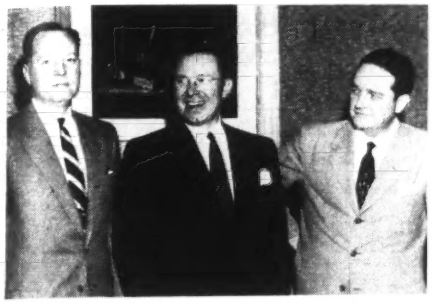
The feat increased circulation and revenue and soon the Colonel and his partner purchased the first rotary press to be used in the area. They inaugurated daily deliveries. In the Huntington Publishing Co.'s building the first electric lights in Huntington were installed.

Progress is constant and Col. Long lives in a promise implicit to the public he has served since his teen-age days as a printer's devil: To be the first to give the most.



DIRECTORS of WSAZ Inc. view the first color telecast by WSAZ-TV Huntington, W. Va., March 5. L to r: Walker Long, Col. J. H. Long, Eddie Long and Bill Birke.

FOR VOLUME SPOT SALES...
CONTACT:
Joseph Hershey McGillvra Inc.
RADIO AND TELEVISION REPRESENTATIVES
SINCE 1933
366 MADISON AVENUE • NEW YORK 17 • PHONE: MU 2-8755
NEW YORK • CHICAGO • BEVERLY HILLS • SAN FRANCISCO



ATTENDING a recent sales executive meeting of Jefferson Standard Broadcasting Co., Charlotte, are (l to r) Allen Wannamaker, manager, WBIG Greensboro, N. C.; Fred Palmer, radio consultant on management and operations from Columbus, Ohio, and Charles H. Crutchfield, executive vice president of the broadcasting company and general manager of WBT-WBTV (TV) Charlotte.

firm's proposed expansion of tv and theatrical film production.

M. Dean Bafford, formerly promotion and publicity director, WKNB-TV Hartford, Conn. appointed national sales manager, CTV Films Inc., New Britain.

Nick Musaraca, Hollywood cinematographer, to Gross-Krasne Inc., that city, for six half-hour films in *Lone Wolf* tv series, now in production.

Kathleen Keenan to tv film distribution service, S. W. Caldwell Ltd., Toronto.

S. I. Neiman, head of Public Relations Affiliates and president of International Sight & Sound Exposition Inc., both Chicago, acquires interest in Oren H. Smith Co., electronics manufacturers' representative.

Antony Wright, vice president in charge of commercial products div., Capehart-Farnsworth Co., Fort Wayne, Ind., has resigned. **William J. Curtis,** traffic manager, Admiral Corp., appointed traffic director, newly-created position.

H. A. Browe, Motorola Inc., Chicago, named midwest district sales manager, radio and tv div., Sylvania Electric Products Inc., succeeding **Tom Ryan,** appointed to newly-created post of regional sales manager.

Eugene C. White, industrial specialist, General Electric tube dept., Syracuse, N. Y., appointed product manager for GE industrial and transmitting tubes.

V.M. Lucas appointed manager of marketing, GE heavy military electronic equipment dept., Syracuse, N. Y.

Thomas L. Taggart, comptroller, elected treasurer of Ampex Corp., Redwood City, Calif., and continues as executive vice president and general manager of the Ampex Loud Speaker Corp. in North Hollywood. **James E. Brown,** chief accountant and budget director, takes over comptroller duties.

Robert Paulson, formerly associated with Tele Q Corp., and Special Effects & Equipment Inc., N. Y., to district office of Ampex Corp., in that city, as manager of audio sales.

H. Leslie Hoffman, president, Hoffman Radio Corp., L. A., awarded a DC-6B trophy by Western Air Lines personnel in recognition of his "outstanding contribution in industry and aviation in the West."

William C. Lynch, formerly special accounts representative, Remington Rand, to sales staff, Henry Lavin Assoc., Meriden, Conn., manufacturers' representative.

Representatives

Paul Sanford, formerly WQXI Atlanta, to Dora-Clayton Agency, that city, as account executive.

MR. MOE

Tony Moe, account executive, KNXT Hollywood, appointed manager, Detroit office, CBS-TV Spot Sales [B•T, March 8], succeeding **Warren E. Abrams,** who moves to New York sales staff.

Bill Stoeckel, formerly with All-Canada Radio Facilities Ltd., Toronto, to sales staff, All-Canada Television, same city.

Harold S. Falter, general manager, WBCO Bessemer, Ala., to Forjoe & Co., as manager of Dallas office.

David Meblin, account executive, KGO-TV San Francisco, appointed assistant to Pacific Coast manager, Avery-Knodel, S. F., radio and tv

Swayze's Quiz Game

A NEWS-QUIZ game called "Swayze," devised by NBC newscaster John Cameron Swayze, was introduced last week at the American Toy Fair in New York. The game, which will be manufactured and marketed by the Milton Bradley Co., Springfield, Mass., is played on a 2½ foot map-of-the-world board with clocks indicating international time zones, and includes a news almanac listing 500 major news events, a spinner news clock, two geographical locaters and a question counter. Retail price of "Swayze" will be $3.

wan'na buy an-island?

PROBABLY YOU DON'T!
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN!
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

53
WKJF-TV
PITTSBURGH

Your Best Buy To Sell The Rich Pittsburgh Market

Every day more advertisers are learning it's good business to sell America's eighth largest trading area through WKJF-TV — Pittsburgh's pioneer UHF television station that offers its ever-growing audience outstanding network shows plus strong local programming.

In case you're looking for a way to get more than your share of the 2¼ billion dollar Pittsburgh market, you'll find it pays to use WKJF-TV.

WKJF-TV
Channel 53
PITTSBURGH

Nat. Rep. WEED TELEVISION

Outstanding NBC Programs

SOUTHWEST-Gates • HOUSTON
2700 POLK AVENUE
TELEPHONE - - ATWOOD 8536
— FOR ALL BROADCAST EQUIPMENT NEEDS —

station representatives. **Mrs. Frances Lindh,** John C. Cohan Adv., S. F., to Avery-Knodel, same city.

Trade Associations

Paul F. Clark, president, John Hancock Mutual Life Insurance Co., Boston, appointed honorary chairman of 50th annual convention of Advertising Federation of America by the host club, the Advertising Club of Boston. Convention will be held June 20-23 in Boston.

Sally Smalley, recreation chairman, Federation of Community Coordinating Councils of Los Angeles County, to public service staff, Southern California Broadcasters Assn.

Violet Hale, fashion editor, WFIL-TV Philadelphia, elected president, Philadelphia branch, American Women in Radio & Tv.

Program Services

Lee Savin, general manager and secretary-treasurer, United Television Programs Inc., Hollywood, elected executive vice president and board member. **Irving Gale** named secretary.

Robert G. Bach, formerly in charge of tv sales and advertising, Federal Telecommunication Labs, Lodi, N. J., to Fairchild Recording Equipment Co., Whitestone, L. I., as assistant sales and advertising manager.

Herbert Gold, talent agent, MCA Beverly Hills, to Louis Shurr Agency, that city, to handle tv and motion picture situations.

Walter White Jr. elected president and to board of directors, Commodore Productions & Artists Inc., Hollywood.

William Kendall Clarke, freelance writer, appointed script editor for Kagran properties, Martin Stone, president of Kagran Corp., N. Y., announced. Kagran Corp. produces *Howdy Doody, Johnny Jupiter* and *Author Meets the Critics,* among others.

Len Simpson, publicity director, Hecht-Lancaster Productions, Hollywood, named to handle publicity for Gross-Krasne Inc., United Television Programs Inc. and other accounts.

Adaline Hanson, publicity, KTLA (TV) Hollywood, to Larry Finley Productions, program packagers, same city, in charge of production.

Professional Services

Luther Conant Jr., former product publicity manager, Lever Bros. Co., N. Y., forms Conant & Co., public relations counsel, at 40 E. 49th St., New York. Telephone is Plaza 5-4890.

Leonard Hoffman, former *Saturday Review* writer, to Arthur P. Jacobs, Beverly Hills public relations firm, as magazine liaison.

FCC Opinion and Order on Renewal Trinity Bcstg. Co. And Petitions Yankees, Dodgers, Cardinals

(B•T, March 8)

In re application of
Trinity Broadcasting Corporation (KELP)
El Paso, Texas
For Renewal of License } File No. BR-1620

MEMORANDUM OPINION AND ORDER

By the Commission: Commissioner Hennock not participating

1. The Commission has before it for consideration the above entitled application of 'Trinity Broadcasting Corporation, requesting renewal of license of Station KELP, El Paso, Texas, and petitions filed by New York Yankees Inc., Brooklyn National League Baseball Club Inc., and St. Louis National Baseball Club. The petitions request that an order be issued directing Trinity Broadcasting Corporation to show cause why a cease and desist order should not be issued ordering discontinuance of alleged unauthorized broadcasts of baseball games in which the teams of petitioners participate, or that an order be issued suspending or revoking the license of Station KELP.

2. The matters here in issue involve the broadcast by licensee of so-called recreations of major league baseball games in which petitioners' teams and others participate. The broadcasts complained of are made without authorization by the participating teams or payment to them for the material used. Petitioners allege and applicant does not deny that information concerning the progress of the game being broadcast is secured by having individuals listen to or view authorized play-by-play broadcast descriptions of the game and relay the basic information thus obtained to the studio of Station KELP by teletype or other means. The basic information is then used by licensee to recreate a play-by-play description of the game. The programs thus obtained are sold to sponsors and offered for sale to other broadcast stations. Petitioners contend that this conduct involves misappropriation of private property rights contrary to law; that the programs involve the transmission of false or deceptive signals in violation of Section 303 of the Communications Act in that they purport to be play-by-play descriptions of the games whereas they are not in fact actual play-by-play descriptions and a large number of inaccuracies are contained in the descriptions of the individual plays; that they constitute an unauthorized rebroadcast contrary to the provisions of Section 325(a) of the Communications Act and Section 3.191 of the Commission's Rules; that the public interest requires that a licensee conduct himself in a lawful manner in all respects without interfering with the rights of others and the appropriation of the property rights of others is detrimental to such public interest.

3. In reply to the above charges licensee contends that once the games are broadcast any property rights petitioners may have in the collecting and disseminating of news, reports, descriptions and accounts of the baseball games involved is destroyed as such broadcasts are a general publication of news not subject to copyright. Applicant denies that any violation of the Communications Act or the Commission's Rules is involved as the signal of no other station is being rebroadcast, that at both the beginning and end of each program it is announced that the games are "wire recreations" and that this fact is given extensive publicity; and that the programs are not represented as being infallible play-by-play descriptions, but are originated and broadcast as "recreated" games. Licensee further charges that the terms and conditions under which petitioners will make the game available for broadcast purposes are in contravention of the anti-trust laws of the United States which matter is now at issue between the individual members of licensee and the major league baseball organizations in the case of *Liberty Broadcasting System v. National League Baseball Club of Boston Inc., et al, U.S.D.C., Northern District of Illinois.* It is further contended that if petitioners believe they have property rights which are being infringed adequate remedies are available to them in the Courts which they have not chosen to exercise. Applicant alleges that due to the extensive public interest in broadcasts of major league baseball games and the allegedly unlawful restrictions imposed upon such broadcasts by petitioners, its broadcasts of recreated games is in the public interest.

4. Initially, it is clear that there is here present no violation of Section 325(a) of the Communications Act. Rebroadcasting as comprehended by that Section and as interpreted by us in our *Memorandum Opinion and Order Relating to Amendments of the Rebroadcasting Rules 1(3) RR 91:1131,* relates only to the rebroadcasting of the signal of another station. No claim is hereby made by petitioner that such has been done, nor are we able from the facts before us to so conclude. Moreover, we made it plain in the above Memorandum Opinion and Order that we were not there attempting to "define the scope and attributes of property interest in broadcast material which might be legitimately entitled to protection * * *."[1]

5. The basic questions raised by petitioners are, of course, the assertions that there has been misappropriation by the licensee of petitioners' property, that in the use of such misappropriated property the public has been misled, and finally that those acts have shown the licensee to be unqualified to continue to hold his license.

6. With respect to the question of possible misappropriation of property, it is apparent that if the licensee has lawfully secured the property in question, no question is present for determination by this Commission. Adverting, then, to the authorities it would appear that there is substantial support for the contention of petitioners in their claim of property rights and protection thereof in the material of broadcasts by the licensee. *Pittsburgh Athletic Co. v. KQV Broadcasting Co.,* 24 F. Supp. 490 (W.D. Pa. 1938); *Rudolph Mayer Pictures Inc. v. Pathe News Inc.,* 235 App. Div. 774, 225 N.Y. Supp. 1016 (1st Dep't 1932); *Johnson-Kennedy Radio Corp. v. Chicago Bears Football Club,* 97 F. 2d 223 (7th Cir. 1938); *Mutual Broadcasting System Inc. v. Muzak Corp.,* 177 Misc. 489, 30 N.Y.S. 2d 419; *Southwestern Broadcasting Co., et al. v. Oil Center Broadcasting Co.,* 210 S.W. 2d 230 (Tex. Civ. App. 1947). On the other hand, we find that the highest court of Texas in *Loeb v. Turner,* 257 S.W. (2nd) 800 (1953), in a situation almost factually identical to that before us, held no property right to be present which would preclude use of the material for broadcast under conditions such as those involved in this case. There may well be difference of opinion with respect to the correctness of the legal doctrine adopted by the Court in the *Loeb* case. But its existence in the very jurisdiction in which the present licensee operates effectively negates any basis for conclusion by us that the licensee has shown a lack of responsible regard for the rights of others demonstrating a lack of qualifications to continue as a licensee of a broadcast station. Nor are we able to conclude on the basis of the information before us that the licensee has been derelict in his responsibility to the public to properly identify the material broadcast. No doubt exists that our Rules and Regulations require that licensees properly and accurately identify the material which they broadcast. While the data before us is in some conflict with respect to the identification made by the instant licensee, these same data indicate sufficient affirmative action on his part to confirm in us his sense of licensee responsibility.

7. Accordingly, the petitions filed herein by New York Yankees Inc., Brooklyn National League Baseball Club Inc., and St. Louis National Baseball Club ARE DENIED and the application for renewal of license of Station KELP IS GRANTED.

FEDERAL COMMUNICATIONS COMMISSION
Mary Jane Morris
Secretary

[1] We do not here propose to consider assertions made by licensee with respect to alleged anti-trust violations by the petitioners. These matters are here irrelevant insofar as they relate to the present licensee's character qualification.

Sen. Johnson's Bill (S 3095) To Regulate Multiple Tv Station Ownership (See GOVERNMENT SECTION).

A BILL

To regulate multiple ownership of television broadcast stations.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Communications Act of 1934 is amended by inserting after section 309 a new section as follows:

"REGULATION OF MULTIPLE OWNERSHIP OF TELEVISION BROADCAST STATIONS

"Sec. 309A. (a) No license for a television broadcast station shall be granted to any appli-

WEST COAST Gates • LOS ANGELES
7501 SUNSET BOULEVARD
TELEPHONE - - HOLLYWOOD 2-6351
— FOR ALL BROADCAST EQUIPMENT NEEDS —

cant (including all corporations under common control) if—

"(1) such applicant directly or indirectly owns, operates, or controls another television broadcast station which serves substantially the same area; or

"(2) such applicant, or any stockholder, officer, or director of such applicant, directly or indirectly owns, operates, controls, or has any interest in, or is an officer or director of, any other television broadcast station, if the granting of such license would result in a concentration of control of television broadcasting in a manner inconsistent with the public interest, convenience, or necessity.

"(b) In determing, for the purpose of subsection (a) (2), whether the granting of a license would result in a concentration of control of television broadcasting in a manner inconsistent with the public interest, convenience, or necessity, the Commission shall consider the facts of each case, with particular reference to the size, extent, and location of areas served, the number of people served, and the extent of other competitive service to the areas in question.

"(c) In no event shall the Commission grant any license (including the renewal of any license) for a television broadcast station which would result in any applicant (including all corporations under common control), or any stockholder, officer, or director of such applicant, directly or indirectly owning, operating, controlling, or having any interest in, or being an officer or director of, any television broadcast station in excess of any of the following—

"(1) five television broadcast stations operating in the very high frequency channels and no television broadcast stations operating in the ultra high frequency channels;

"(2) four television broadcast stations operating in the very high frequency channels and two television broadcast stations operating in the ultra high frequency channels;

"(3) three television broadcast stations operating in the very high frequency channels and four television broadcast stations operating in the ultra high frequency channels;

"(4) two television broadcast stations operating in the very high frequency channels and six television broadcast stations operating in the ultra high frequency channels;

"(5) one television broadcast station operating in the very high frequency channels and eight television broadcast stations operating in the ultra high frequency channels; or

"(6) no television broadcast stations operating in the very high frequency channels and ten television broadcast stations operating in the ultra high frequency channels.

"(d) Any person who, prior to the date of enactment of this section, has been granted a license for a television broadcast station operating in the very high frequency channels which, within five years after such date, he relinquishes, transfers, or fails to renew shall, upon notice to the Commission and application filed therefor within such five year period, be entitled to be granted, for each such license which he so relinquishes, transfers, or fails to renew, two licenses for television broadcast stations operating in the ultra high frequency channels, one of which shall serve substantially the same area as the station the license of which he so relinquishes, transfers, or fails to renew.

"(e) In applying the provisions of this section—

"(1) 'control' means actual working control in whatever manner exercised and is not limited to majority stock ownership; and

"(2) in the case of a corporation which has more than fifty voting stockholders, only those stockohlders shall be considered who are officers or directors or who directly or indirectly own 1 per centum or more of the outstanding voting stock.

"(f) This section shall not apply to the granting of licenses for noncommercial educational television broadcast stations."

Text of AFM Agreement With ABC, CBS, NBC

[B•T, March 8]

RADIO AND TELEVISION AGREEMENT

New York, New York
February 26, 1954

American Federation of Musicians of the
United States and Canada
570 Lexington Avenue,
New York, New York

Attention: James C. Petrillo, President

Dear Sirs:

The agreements between us dated March 16, 1951, and the agreements between AFM locals and the undersigned company which expired January 31, 1954, relating to live television and radio broadcasting are hereby renewed on the same terms and conditions, except in the following respects:

(1) For the period, February 1, 1954, through January 31, 1957, the base weekly salaries and overtime rates payable to all staff employes shall be increased ten per cent (10%).

(2) For the period February 1, 1957, through January 31, 1959, the base weekly salaries and overtime rates payable under paragraph (1) above shall be further increased ten per cent (10%).

(3) Present single engagement rates shall be written into the applicable local contracts and remain firm for the entire term of the agreements with the following exceptions:
For local commercial broadcasts in Los Angeles, the rate for a ½ hour program shall be increased from $10.60 to $13.25 and the rate for a one-hour program shall be increased from $15.85 to $19.81.

(4) With reference to the local agreement between Local 802 and the company, the following changes shall be made:
(a) Non-staff conductors employed to conduct staff musicians shall be paid at the same rates as when employed to conduct single engagement musicians.
(b) If a recorded audition for radio is used on the air, musicians shall be paid the difference between the audition rate and the live rate.
(c) Single engagement men called for rehearsal on a day other than a day on which they perform for any broadcast, shall be paid for no less than two (2) hours of rehearsal.
(d) Any single engagement man who is employed for thirteen (13) weeks or more on a commercial program shall receive two (2) weeks notice of release if at the time of such release the program is commercially sponsored; provided that, this provision shall not apply if the program goes off the air or is moved to another city at the time of such release.

(5) Practices relating to remote musical radio broadcasts, where no broadcasting fee is paid to musicians, shall continue as heretofore established, it being agreed that the broadcasters, at the conclusion of each remote broadcast, whether local or network, will cause announcements to be made that such program is being presented through the courtesy of the American Federation of Musicians, James C. Petrillo, president.

(6) The term of all agreements, both national and local, shall be five (5) years, beginning on the 1st day of February 1954, and ending at midnight on the 31st day of January, 1959.

(7) The parties will promptly undertake a collation of the agreements between us and the agreements between the AFM locals and the Company in the cities affected.

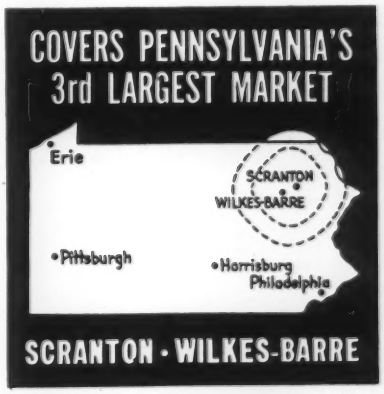
Very truly yours,

AMERICAN BROADCASTING COMPANY
(A division of American Broadcasting-Paramount Theatres, Inc.)
By (s) Robert H. O'Brien
Executive Vice President
COLUMBIA BROADCASTING SYSTEM, INC.
By (s) William C. Fitts, Jr.
Director of Labor Relations
NATIONAL BROADCASTING COMPANY, INC.
By (s) J. M. Clifford
Vice-President

Accepted and agreed to:

AMERICAN FEDERATION OF MUSICIANS OF THE UNITED STATES AND CANADA

By (s) James C. Petrillo
President



SCRANTON, PA.
ABC TELEVISION NETWORK
Antenna: 1244 Ft. Above Average Terrain
333 Madison Ave., Scranton, Pa.
Hotel Sterling, Wilkes-Barre, Pa.

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 MADISON AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS

HALIFAX NOVA SCOTIA

1954 Broadcasting Yearbook-Marketbook Addenda

CHANGES and additions received after the 1954 BROADCASTING YEARBOOK - MARKETBOOK went to press are included in the following list which will serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 of the 1954 BROADCASTING YEARBOOK.

Page 22—Under Radio Representatives, Burn-Smith Co., add under office listings: Los Angeles 5—672 S. Lafayette Park Pl. Tel.: Dunkirk 2-3200; San Francisco 4—1227 Russ Bldg. Tel.: Yukon 6-5819.

Page 22—Under Radio Representatives, Capper Publications Inc., delete office listings and insert: New York 17—420 Lexington Ave. Tel.: Lexington 2-1250; San Francisco 4—1207 Russ Bldg. Tel.: Douglas 5220; Chicago 1—333 N. Michigan Ave. Tel.: Central 6-5977; Kansas City 6—300 Waltower Bldg. Tel.: Victor 3854; Cleveland 14—609 Union Commerce Bldg. Tel.: Main 1-6774; Los Angeles 15—Walter Biddick Co., 1151 S. Broadway. Tel.: Richmond 6184.

Page 85—Under Station Directory, California, KFI Los Angeles, change network affiliation to read NBC.

Page 111—Under Station Directory, Florida, WIRK West Palm Beach, change network and representative listing to read MBS and Cooke, respectively.

Page 111—Under Station Directory, Florida, WJNO West Palm Beach, change network and representative listing to read CBS, Florida Bcstg. and Meeker, respectively.

Page 134—Under Station Directory, Indiana, Bloomington, insert: WFIU (FM), began 1950, 103.7 mc, 33 kw. Trustees of Indiana U., Indiana U. Tel.: 6811, ext. 240. NAEB, net. Execs.: Elmer G. Sulzer, d; George Willeford, pd; James Rolfe, ce; Mark D. Munn, continuity d; George C. Johnson, educ. d; Joan Odor, wd; Herbert Seltz, prod. d; Marvin Alisky, nd. Lib. St., news ser. UP, trans. GE. Market Data for Primary Area: Pop.: 650,000; rad. hms.: 150,000.

Page 150—Under Station Directory, Kansas, KWBW Hutchison, delete KTVH (TV), tv affiliate. (Mrs. Bess Marsh Wyse, president of KWBW, is minority stockholder in KTVH).

Page 244—Under Station Directory, North Dakota, KNOX Grand Forks, change CP frequency and power listing to read 1310 kc, 5,000 w-DA-N.

Page 248—Under Station Directory, Ohio, WLW Cincinnati, add under executive listing: B. C. Barth, director of programming.

Page 383—Under Advertising Agencies Handling Radio Accounts, Foote, Cone & Belding, under Radio Dept. add: H. H. Dobberteen, vice president in charge of media; Arthur Pardoll, director of broadcast media. Under Chicago listing add: Jack Simpson, vice president-director of radio production. Under Los Angeles listing add: Gene Duckwall, business manager. Change Hollywood listing to read: Hollywood 28—6233 Hollywood Blvd. Tel.: Hollywood 9-6265. C. Burt Oliver, vice president-general manager; E. L. Cashman, vice president; Gene Fox, vice president. Under San Francisco listing add: Helen Stenson, broadcasting director. Under Radio Accounts delete: Toni, Union Oil, Pepsodent (Shield Toothpaste), RKO Theatres; add: Gulf Brewing, Safeway Stores.

Page 448—Under Directory of Am Call Letters by Stations, WDZ, change location to read Decatur, Ill.

Page 456—Under Newspaper Ownership, Illinois, delete listing for WMBD-AM-FM Peoria. Stations are licensed to WMBD Inc.

Page 458—Under Newspaper Ownership, New York, WSYR Syracuse, delete reference to WHP after *Harrisburg* (Pa.) *Patriot and News.*

Page 458—Under Newspaper Ownership, Ohio, WTRF, WTRF-FM Bellaire, add: Station is 34% owned by News Pub. Co., Wheeling, W. Va., owner of *Wheeling News-Register* and *Intelligencer.*

Page 458—Under Newspaper Ownership, Pennsylvania, WHP, WHP-FM Harrisburg, delete entire listing.

Page 460—Under Newspaper Ownership, West Virginia, Wheeling, add: WTRF, WTRF-FM Wheeling — See Bellaire, Ohio.

Page 463—Under Members of Federal Communications Bar Assn., Brenner, Jacob, change to read Brenner, Joseph. Change phone number to read: Bradshaw 2-8125.

Page 469—Under Services Related to the Business of Broadcasting insert under Associations and Committees: Radio Newsreel Television Working Press Assn. of New York Inc.—270 Park Ave., New York 17. Tel.: Plaza 1-2720. Composed of working newsmen of radio, television and newsreel companies in New York. Officers: Arnold Lerner, Warner-Pathe News, president; Larry Racies, CBS-TV News, chairman, board of governors; Ruth N. Knopf, CBS-TV News, secretary; Monroe Benton, WNYC, assistant secretary; David Tullen, CBS News, treasurer.

UPCOMING

MARCH

March 15 (week of): International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), general executive board, Roosevelt Hotel, New Orleans.

March 16: Hearing on Johnson bill (S 2926) on license fees, Senate Interstate & Foreign Commerce communication subcommittee. U. S. Capitol, Room G-16, 10 a.m., Open.

March 17-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 18 (tentative): Composers Guild of America, simultaneous general meeting in New York and Hollywood to ratify constitution and by-laws.

March 18 (rescheduled from March 11): Hearing on S J Res 133 to bring under anti-trust laws any professional baseball club owned by a beer or liquor company, Senate Anti-Trust & Monopoly Subcommittee. Senate Office Bldg., Room 424, 9:30 a.m. Open.

March 19-20: Vitapix Corp., board of directors and executive committee, Washington, D. C.

March 21: Third rally of RETMA firms making military equipment, Roosevelt Hotel, New York.

March 22: Tennessee Assn. of Broadcasters, Nashville.

March 22-24: Canadian Assn. of Radio-Tv Broadcasters, Chateau Frontenac, Quebec City.

March 22-25: Institute of Radio Engineers, Waldorf-Astoria, New York.

March 23: Kentucky Broadcasters Assn., spring meeting, Hotel Seelbach, Louisville.

March 26: 1953 duPont Radio & Television Awards dinner, Mayflower Hotel, Washington, D. C.

March 27-28: Mississippi Broadcasters Assn., Buena Vista Hotel, Biloxi.

March 28-30: Arkansas Broadcasters Assn., Albert Pike Hotel, Little Rock.

March 29-30: Briefing conference on communications law and regulation, sponsored by Federal Communications Bar Assn., Sheraton Park Hotel, Washington.

March 31: Testimonial dinner for Judge Justin Miller, retiring NARTB board chairman, Mayflower Hotel, Washington, D. C.

APRIL

April 1: Comments due on FCC proposed license fees.

April 4: Kansas Assn. of Radio Broadcasters, Baker Hotel, Hutchinson.

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 5-7: CBS-TV Film Sales Clinic, New York.

April 7-10: Ohio State U. Institute for Education by Radio-Tv, Columbus.

April 8: Nebraska Broadcasters Assn., Hotel Paddock, Beatrice.

April 9-10: Alabama Broadcasters Assn., Admiral Semmes Hotel, Mobile.

April 11: Replies due to comments on FCC proposed license fees.

April 12-18: National Advertising Agency Network management conference, Boca Raton Hotel & Club, Boca Raton, Fla.

April 18-23: Inside Advertising Week.

April 19: Advertising seminar, Canadian Assn. of Radio-Tv Broadcasters, Toronto.

April 22-24: American Assn. of Advertising Agencies, Greenbrier, White Sulphur Springs, W. Va.

April 23: Texas Assn. of Broadcasters, Adolphus Hotel, Dallas.

April 23-25: Fourth District, Advertising Federation of America, Soreno Hotel, St. Petersburg, Fla.

April 23-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 27-28: Pennsylvania Assn. of Broadcasters, Pocono Manor Inn, Mt. Pocono.

April 28: Brand Names Day.

April 29-May 1: Southern California Advertising Agencies Assn., Deep Well Inn, Palm Springs.

SPECIAL LISTING

BMI Program Clinics

March 15: Vancouver, B. C.; Columbia, S. C.
March 17: Seattle; Winston-Salem, N. C.
March 19: Portland, Ore.; Richmond, Va.
March 22: Birmingham, Ala.; Nashville, Tenn.
March 24: Atlanta, Ga.; Louisville, Ky.
March 26: Orlando, Fla.; Huntington, W. Va.
March 29: Little Rock, Ark.; Minneapolis, Minn.
March 31: Oklahoma City; (city unnamed) Ohio
April 2: Jefferson City, Mo.; Jackson, Mich.
April 5: Hutchinson, Kan.; Altoona, Pa.
April 7: Beatrice, Neb.; Camden, N. J.
April 9: Des Moines, Iowa; Washington, D. C. (D. C.-Md.)
April 12: Chicago; Hamilton, Ont.
April 13: Milwaukee, Wis.
April 14: Syracuse, N. Y.
June 7: Winnipeg, Man.
June 9: Regina, Sask.
June 11: Edmonton, Alta.
June 14: Amherst, N. B.; Butte, Mont.
June 16: Boston; (city unnamed) Idaho
June 18: Portland, Me.; Salt Lake City
June 21: Colorado Springs, Colo.
June 23: Huron, S. D.
June 25: (city unnamed) Indiana

THE LATEST WCKY STORY

The Priceless Ingredients For *Successful* Advertising

Loyalty: 180,190 listeners ask for copies of the WCKY Almanac to get pictures and stories of their WCKY favorites.

Faith: Advertiser's sales records reflect the faith listeners have in WCKY's integrity, as much as in the advertiser's products.

Coverage: Nielson gives WCKY an average audience in 13 southern states larger than any other station covering the south.

Low Cost: 6.1¢ per thousand—34% lower than any other station in the South . . . that's WCKY's cost.

WCKY

Station Authorizations, Applications
(As Compiled by B • T)

March 4 through March 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1954*

	AM	FM	TV
Licensed (all on air)	2,522	525	101
CPs on air	7	29	+278
CPs not on air	128	19	198
Total on air	2,529	554	+379
Total authorized	2,657	573	577
Applications in hearing	129	4	183
New station requests	154	3	99
Facilities change requests	141	22	26
Total applications pending	897	108	262
Licenses deleted in Feb.	1	2	0
CPs deleted in Feb.	0	0	5

*Does not include noncommercial educational fm and tv stations.

+Authorized to operate commercially.

• • •

Am and Fm Summary through March 10

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,529	2,529	128	154	129
Fm	557	528	47	3	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	223	301	524
Educational	12	17	29[3]

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	240	125	365
Noncommercial on air	1	2	3

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	911	337	704	525	1,230[2]
Educational	52		26	26	52[3]
Total	963	337	730	551	1,283[4]

[1] Fifty-eight CPs (11 vhf, 47 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 547 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Grand Forks, N. D.—Community Radio Corp. (KNOX), granted vhf ch. 10 (192-198 mc); ERP 2.82 kw visual, 1.41 kw aural; antenna height above average terrain 177 ft., above ground 203 ft. Estimated construction cost $164,500, first year operating cost $140,000, revenue $150,000. Post office address Grand Forks, N. D. Studio and transmitter location State Mill Road (N. 5th St.), Grand Forks. Geographic coordinates 47° 56' 22" N. Lat., 97° 03' 03" W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Carroll E. Day** (16.66%), real estate and state senator; Vice President **Don E. Whitman** (16.66%); Vice President **Adolph Lund** (16.66%), lumber business; Vice President and General Manager **Elmer O. Hanson** (16.66%), KNOX manager; Treasurer **Arthur Tweet** (16.66%) and Secretary **Elroy Schroeder** (16.66%). Grant made possible by withdrawal of Grand Forks Bcstg. Co., which is reimbursed for expenses incurred in filing its bid. Granted March 10.

Green Bay, Wis.—Valley Telecasting Corp., granted vhf ch. 5 (76-82 mc); ERP 100 kw visual, 60.3 kw aural; antenna height above average terrain 626 ft., above ground 500 ft. Estimated construction cost $318,400, first year operating cost $250,000, revenue $250,000. Post office address % Meyer M. Cohen, 203 Northern Bldg., Green Bay. Studio location 111½ South Washington. Transmitter location on State Rt. 32, 8½ mi. S. of Green Bay. Geographic coordinates 44° 23' 10" N. Lat., 88° 01' 13" W. Long. Transmitter and antenna RCA. Legal counsel Cohen & Marks, Washington, D. C. Consulting engineer Weldon & Carr, Washington, D. C. Principals include President **George Nau Burridge** (9%), 30% owner of the Hoberg Paper Mills, president-treasurer and 50% owner of Naus Inc., department store; Vice President **Elmer Reed Brennan** (14%), Northern district manager of Standard Theatres, Secretary **Meyer M. Cohen** (5%), 100% owner of Cohen, Parins & Cherney law firm, 50% owner of Fox River Realty Co., a real estate concern; Treasurer **Clayton Ewing** (9%), president-50% owner Falls Paper and Power Co., Oconto Falls, Wis., paper and pulp manufacturers; **Rolando Fredrick Gran** (14%), 45% owner of Milwaukee Area Bcstg. Co., and 19% owner of Lakehead Bcstrs. Inc. Mr. Gran also has multiple interests in motion picture theatres. Grant was made possible by withdrawal of competitive bid of Green Bay Newspaper Co. Granted March 10.

APPLICATIONS

Parma, Mich.—Jackson Bcstg. & Tv Corp. (WKHM Jackson, Mich.), vhf ch. 10 (192-198 mc); ERP 233 kw visual, 116.5 kw aural; antenna height above average terrain 1,000 ft., above ground 980 ft. Estimated construction cost $661,605, first year operating cost $425,000, revenue $500,000. Post office address 441 Wildwood Ave., Jackson, Mich. Studio location to be determined. Transmitter location 1.5 miles E of the center of Springport, Mich. Geographic coordinates 42° 22' 57" N. Lat., 84° 40' 00" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Frederick A. Knorr** (⅓); Vice President **Harvey R. Hansen** (⅓); Secretary-Treasurer **William H. McCoy** (⅓), and Assistant Secretary **Robert M. Booth Jr.,** Washington attorney and vice president and ⅓ owner of WSAL Logansport, Ind. Messrs. Knorr, Hansen and McCoy each own ⅓ interest of WKMH-AM-FM Dearborn, Mich. Filed March 9.

Gastonia, N. C.—Air Pix Corp., uhf ch. 48 (674-680 mc); ERP 14.27 kw visual, 7.61 kw aural; antenna height above average terrain 902 ft., above ground 113 ft. Estimated construction cost $145,560, first year operating cost $200,000, revenue $250,000. Post office address % Bill Bivens, 25 Kingsbury Rd., New Rochelle, N. Y. Studio location to be determined. Transmitter location Crowder Mt., 5½ miles SW of Gastonia. Geographic coordinates 35° 14' 01" N. Lat., 81° 16' 36" W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include President **Coit M. Robinson** (24.31%), yarn manufacturer; Vice President **W. C. (Bill) Bivens** (0.68%), free lance radio-tv producer and announcer; Secretary-Treasurer **Coit M. Robinson Jr.** (0.83%); **C. C. Dickson** (12.57%), air conditioning, and 41 other minority stockholders. Filed March 9.

APPLICATIONS AMENDED

Hatfield, Ind.—Owensboro On the Air Inc. amends bid for new tv station on vhf ch. 9 to change ERP to 194.1 kw visual, 103.7 kw aural; studio location to State Hwy. 66; transmitter location to State Hwy. 66, 1 mile W of Hatfield; antenna height above average terrain 632 ft. Filed March 3.

Indianapolis, Ind.—Crosley Bcstg. Corp. amends bid for new tv station on vhf ch. 13 to change studio location to 1401 N. Meridan St., Indianapolis; transmitter location to NE corner Ditch Rd. & 96th St., North of Indianapolis; antenna height above average terrain 982 ft. Filed March 3.

Boston, Mass.—Greater-Boston Tv Corp. amends bid for new tv station on vhf ch. 5 to delete reference to stockholders Albert C. McMenimen and Joseph A. Dunn; change transmitter location to ¼ mile N by W of junction Beaver and Summer Sts., Framingham; studio location to 56-64 Scollay Square, Boston; antenna height above average terrain 994 ft. Filed March 5.

Buffalo, N. Y.—Leon Wyszatycki tr/as Greater Erie Bcstg. Co. amends bid for new tv station on vhf ch. 2 to change ERP to 140 kw visual, 70 kw aural; transmitter location to Chestnut Ridge Rd., 2.1 miles N 109° E from North Boston, N. Y.; studio location to 399-405 Delaware Ave., Buffalo; antenna height above average terrain 1,285 ft. Filed March 3.

Klamath Falls, Ore.—Klamath Falls Tv Inc. amends bid for new tv station on vhf ch. 2 to change ERP to 25 kw visual, 15 kw aural; transmitter location to Hogback Mt., 3.5 miles ENE of Klamath Falls; studio location to 7th & Main Sts., Klamath, Ore. Filed March 2.

Klamath Falls, Ore.—KFJI Bcstrs. amends bid for new tv station on vhf ch. 2 to change ERP to 13.068 kw visual and 6.538 kw aural. Filed March 3.

Braddock, Pa.—Matta Enterprises amends bid for new tv station on vhf ch. 4 (allocated to Irwin-Pittsburgh) to change ERP to 100 kw visual, 60 kw aural; transmitter location to 2 miles SE of Frank, Pa.; antenna height above average terrain 989 ft. Filed March 7.

Forest Hills, Pa.—WCAE Inc. amends bid for new tv station on vhf ch. 4 (allocated to Irwin-Pittsburgh) to change studio location to Ardmore Blvd., Penn Lincoln Pkwy., Wilkinsburg, Pa.; transmitter location to Sutersville-Rillton Rd., R. D. #1, Irwin; antenna height above average terrain 991 ft. Filed March 8.

Whitefish Bay, Wis.—Cream City Bcstg. Co. amends bid for new tv station on vhf ch. 6 to change studio location to 2625 W. Wisconsin Ave., Milwaukee; transmitter location to 0.8 mile NNW of Thiensville, Wis.; antenna height above average terrain 961 ft. Filed March 4.

APPLICATIONS DISMISSED

Grand Forks, N. D.—Grand Forks Bcstg. Co. FCC dismissed bid for new tv station on vhf ch. 10 at request of attorney. Dismissed March 9.

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Green Bay, Wis.—Green Bay Newspaper Co. FCC dismissed bid for new tv station on vhf ch. 5 at request of attorney. Dismissed March 9.

Existing Tv Stations . . .

STATIONS DELETED

KTVI (TV) Boise, Ida.—Idaho Bcstg. & Tv Co. FCC deleted tv station on vhf ch. 9 at request of attorney. Deleted March 8.

WHFB-TV Benton Harbor, Mich.—Palladium Pub. Co. FCC deleted tv station on uhf ch. 42 at request of attorney. Deleted March 3.

WCIG-TV Durham, N. C.—T. E. Allen & Sons Inc. FCC deleted tv station on uhf ch. 46 at request of attorney. Deleted March 3.

WMRF-TV Lewiston, Pa.—Lewiston Bcstg. Co. FCC deleted tv station on uhf ch. 38 at request of attorney. Deleted March 3.

APPLICATIONS

KFIA (TV) Anchorage, Alaska—Keith Kiggins & Richard R. Rollins d/b as Kiggins & Rollins seek modification of CP for vhf ch. 2 to change ERP to 12.942 kw visual, 7.763 kw aural; antenna height above average terrain 137 ft. Filed March 9.

KCOP (TV) Los Angeles, Calif.—Dorothy Schiff seeks modification of CP for vhf ch. 13 to change name to Copley Press Inc. Filed March 8.

KNBH (TV) Los Angeles, Calif. — National Bcstg. Co. seeks modification of CP for vhf ch. 4 to change ERP to 42.66 kw visual, 21.33 kw aural; antenna height above average terrain 3,200 ft. Filed March 2.

WCNO-TV New Orleans, La.—Community Tv Corp seeks modification of CP for uhf ch. 32 to change ERP to 18.8 kw visual, 10.4 kw aural; antenna height above average terrain 423 ft. Filed March 2.

WUTV (TV) Youngstown, Ohio—The Vindicator Printing Co. seeks modification of CP for uhf ch. 21 to change ERP to 92 kw visual, 46 kw aural; transmitter and studio location to Mable Ave. between Gibson & Zedaker, Youngstown; antenna height above average terrain 964 ft. Filed March 8.

WHIZ-TV Zanesville, Ohio—Clay Littick et al, d/b as Southeastern Ohio Tv System seeks modification of CP for uhf ch. 50 to change to uhf ch. 18 (494-500 mc); ERP 74.8 kw visual, 40.4 kw aural; antenna height above average terrain 540 ft. Filed March 7.

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WQCY (TV) Allentown, Pa.—Queen City Tv Co. seeks modification of CP for uhf ch. 39 to change ERP to 269 kw visual, 158 kw aural; studio location to 962 Hamilton St., Allentown; antenna height above average terrain 714 ft. Filed March 7.

New Am Stations . . .

APPLICATIONS

Oceanside, Calif.—Melvin F. Berstler & Roy R. Cone d/b as Oceanside-Garland Bcstg. Co., 1450 kc, 250 w unlimited. Post office address P. O. Box 277, Oceanside. Estimated construction cost $12,845, first year operating cost $31,200, revenue $40,000. Principals in equal partnership are **Melvin F. Berstler,** former engineer WGN-AM-TV Chicago, Ill., and **Roy R. Cone,** engineer WGN-AM-TV. Filed March 3.

York, Neb.—Prairie States Bcstg. Co., 1370 kc, 500 w daytime. Post office address % Melville L. Gleason, 400 W. 7th St., Leavenworth, Kan. Estimated construction cost $12,232, first year operating cost $36,418, revenue $44,029. Principals include President **Melville L. Gleason** (51%), engineer KCLO Leavenworth, Kan.; Vice President **William C. Whitlock** (24%), commercial manager KIMO Independence, Mo., and Secretary-Treasurer **Tommy L. Gleason** (25%). Filed March 2.

Bay Shore, N. Y.—Great South Bay Bcstg. Co. (WRBS [FM]), 540 kc, 250 w daytime. Post office address P. O. Box 361, Islip, Long Island, N. Y. Estimated construction cost $18,930, first year operating cost $48,000, revenue $60,000. Principals include President **George E. Klein Jr.** (⅓), Officer, Psychological Warfare Center, Ft. Bragg, N. C.; Vice President **George E. Klein Sr.** (⅓), electrical contractor, and Secretary-Treasurer **Seymour Malman** (⅓), real estate. Filed March 2.

Cleveland, Tenn.—J. A. Gallimore d/b as Radio Cleveland, 960 kc, 500 w daytime. Post office address P. O. Box 443, Seneca, S. C. Estimated construction cost $22,900, first year operating cost $40,000, revenue $50,000. Mr. Gallimore is owner of the *Seneca Journal* and *Tribune*; ½ owner WSSC Sumter, S. C.; ½ owner WBAW Barwell, S. C.; ½ owner WSNW-AM-FM Seneca, S. C., and ½ owner WLFA, La Fayette, Ga. Filed March 1.

Muleshoe, Tex.—Ed Holmes, B. C. Dyess and R. I. McLeroy d/b as Muleshoe Bcstg. Co., 1050 kc 250 w daytime. Post office address % Stewart & Stewart, P. O. Box [redacted] Brownwood, Tex. Estimated construction cost $17,944, first year operating cost $33,600, revenue $53,000. Principals in partnership are **Ed Holmes** (40%), 40% stockholder KFLD Floydada, Tex.; **B. C. Dyess** (40%) farmer, and **R. I. McElroy** (20%), school teacher and farmer. Filed March 2.

Post, Tex.—Wallace Simpson, 1220 kc, 250 w daytime. Post office adress P. O. Box 1175, Post, Tex. Estimated construction cost $15,128, first year operating cost $24,000, revenue $33,600. Mr. Simpson is former owner KCLV Clovis, N. M. Filed March 2.

Existing Am Stations . . .

ACTION BY FCC

WFIG Sumter, S. C.—Radio Station WFIG Inc. granted CP to change from 1340 kc, 250 w unlimited to 1290 kc, 1 kw unlimited, directional. Granted March 10.

WINA Charlottesville, Va. — Charlottesville Bcstg. Corp. granted CP to change from 1280 kc, 1 kw daytime to 1450 kc, 250 w unlimited. Granted March 10.

WPFP Park Falls, Wis.—N & N Bcstg. Co. granted CP to increase power from 100 w to 250 w. Granted March 10.

New Fm Stations . . .

ACTIONS BY FCC

Indianapolis, Ind.—Board of School Comrs. of the City of Indianapolis granted CP for new noncommercial educational fm station on ch. 211 (90.1 mc); 120 w; antenna height above average terrain 60 ft. Granted March 5.

Philadelphia, Pa.—Delaware Valley Educational Tv Corp. granted CP for new noncommercial educational fm station on ch. 215 (90.9 mc); ERP 20 kw; antenna height above average terrain 500 ft. Granted March 5.

Existing Fm Stations . . .

ACTIONS BY FCC

WHPE-FM High Point, N. C.—High Point Bcstg. Co. granted CP to change ERP from 37 kw to 13 kw. Granted March 10.

WHP-FM Harrisburg, Pa.—WHP Inc. granted modification of CP to change ERP from 3.5 kw to 1.55 kw and antenna height above average terrain from 880 ft. to minus 35 ft. Granted March 10.

KIXL-FM Dallas, Tex. — Variety Bcstg. Co. granted modification of license to change ERP from 34 kw to 25 kw. Granted March 25.

STATIONS DELETED

WIVY-FM Jacksonville, Fla.—Edward J. Oberle granted request to cancel license and delete fm station on ch. 229. Deleted March 5; announced March 9.

WNEX-FM Macon, Ga. — Macon Bcstg. Co. granted request to cancel license and delete fm station on ch. 245. Deleted March 2; announced March 9.

Ownership Changes . . .

ACTIONS BY FCC

WPID Piedmont, Ala.—Ruby Jo Clotfelter, Cary **L. Graham & Mac M. Thomas d/b as Piedmont Radio Station,** granted voluntary assignment of license to Cary L. Graham through sale of 74.07% interest by other partners for $10,000. Mr. Graham, ½ owner WETO Gadsden, WMOZ Mobile and WANA Anniston, all in Ala., will now be sole owner. Granted March 10.

KTIP Porterville, Calif.—T. F. Tighe, granted assignment of license to Ralph F. Miller for $50,000. Mr. Miller is salesman for *Call-Bulletin,* San Francisco. Granted March 10.

KFXM San Bernardino, Calif.—Lee Bros. Bcstg. Co. granted involuntary transfer of negative (50%) control to Bertha Lee, executrix of the estate of Clifford Lee, deceased. Granted March 5.

KVRH Salida, Colo.—Vir N. James granted voluntary assignment to Heart of the Rockies Bcstg. Co. for $25,000. Principals include President **J. F. Lohmer** (75%), general manager WKLJ Sparta, Wis., and Secretary-Treasurer **A. N. Wall** (25%), banking. Granted March 10.

WDAK-TV Columbus, Ga.—Martin Theatres of Ga. Inc. and Radio Columbus Inc. (Ala. Corp.) d/b as Tv Columbus, granted assignment of CP for uhf ch. 28 to Martin Theatres of Ga. Inc. and Radio Columbus Inc. (Ga. Corp.) d/b as Tv Columbus. No consideration involved. Granted March 5.

WLS, WENR Chicago, Ill.—Agricultural Bcstg. Co., American Bcstg.-Paramount Theatres Inc., granted voluntary assignment of licenses to newly formed merger corporation WLS Inc. Each will have 50% interest. Principals include President **James E. Edwards;** 1st Vice President **Glenn Snyder;** 2d Vice President **Arthur M. Harre,** and Treasurer **George R. Cook** [B•T, Feb. 8]. Granted March 10.

WSTP Salisbury, N. C.—Piedmont Bcstg. Corp. granted voluntary transfer of control to Holt McPherson and Robert W. Wallace through sale of 51% interest for $14,399. Principals will now include **Holt McPherson** (25.6%), secretary-treasurer .69% stockholder WOHS-AM-FM Shelby, N. C., and editor *High Point Enterprise,* High Point, N. C.; **Robert M. Wallace** (25.4%), president-10% stockholder WHOS; **Bryan P. Beard** (25%), and **J. F. Hurley Jr.** (24%). Granted March 10.

KTJS Hobart, Okla.—T. J. Shriner granted voluntary assignment of license to Alfred Ray Fuchs for $15,000. Mr. Fuchs is city engineer and manager of utilities for Floydada, Tex. Granted March 10.

WTSK-TV Knoxville, Tenn.—Tv Service of Knoxville granted assignment of CP for uhf ch. 26 to Tv Service of Knoxville Inc. No consideration involved as each partner retains his identical interest. Granted Feb. 24; announced March 2.

KEXX San Antonio, Tex.—Manuel D. Leal granted voluntary assignment to Leal Bcstg. Co. No consideration involved as Mr. Leal is sole owner of newly formed company. Granted March 4.

APPLICATIONS

WBBQ Augusta, Ga.—Savannah Valley Bcstg. Co. seeks voluntary transfer of control to Gladys M. Bennett, Thurston Bennett, George M. Scott and John D. Watkins, through purchase of 41.2% interest by Mrs. Gladys M. Bennett for $33,000. Principals are **Mrs. Bennett** (41.2%), **Thurston Bennett** (8.7%), radio sales; Vice President **John Watkins** (3.9%), general manager WBBQ, and Secretary **George W. Scott** (4.3%). Filed March 2.

KWAL Wallace, Ida.—Silver Bcstg. Co. seeks assignment of license to Metals Bcstg. Co. No consideration involved as Silver Bcstg. Co. is wholly owned by Metals Bcstg. Principals are President **R. Lee Black** (60%), and **Lt. James G. Talbot** (40%). Filed March 3.

WMIX-AM-FM Mt. Vernon, Ill.—Mt. Vernon Radio & Tv Co., an Illinois corp., seeks voluntary assignment of license to a Delaware corp. of the same name. No consideration involved as principals retain identical interest. Filed March 3.

WGR Buffalo, N. Y.—Leo J. Fitzpatrick and I. R. Lounsberry seek voluntary assignment of license to Niagara Frontier Amusement Corp. for $1,450,000. Niagara Frontier is holder of initial decision for new tv station on vhf ch. 2 in Buffalo, and represents merger group of Victory Tv Corp. and Niagara Falls Gazette Pub. Co. (WHLD Niagara Falls). Transfer is contingent on grant of vhf ch. 2 to Niagara Frontier. Filed March 2.

WGR Buffalo, N. Y.—WGR Bcstg. Corp. seeks voluntary assignment of license to beneficial stockholders Leo J. Fitzpatrick and I. R. Lounsberry, in the same 70%-30% ratio they now hold. Filed March 2.

WHIZ Zanesville, Ohio — Southeastern Ohio Bcstg. System Inc. granted voluntary transfer of control to Clay Littick through stock transaction. Granted Feb. 24; announced March 2.

KQV Pittsburgh, Pa.—Allegheny Bcstg. Corp. seeks transfer of control (54.33%) to Earl F. Reed and Irwin D. Wolf as voting trustees. Filed March 3.

KISD Sioux Falls, S. D.—KISD Inc. seeks voluntary transfer of control to Verl K. Thomson through retirement of remaining 49% stock interests of H. L. Dibble, F. C. Walkup and H. R. Alton Sr. for $22,000. Mr. Thomson will now be sole owner. Filed March 3.

KTLG (TV) Corpus Christi, Tex.—H. L. Hunt seeks voluntary assignment of CP for uhf ch. 43 to Trinity Bcstg. Corp. for $5,608.21 which represents cost expended in obtaining permit. Trinity is licensee of KLIF Dallas, and KELP El Paso. Principals include President **Barton R. McLendon** (50%); Vice President **Gordon B. McLendon** (49%), and Secretary-Treasurer **John Robert Euler** (1%). Filed March 1.

KMO-AM-TV Tacoma, Wash.—KMO Inc. seeks voluntary assignment of license to KMO Inc. for $500,000. Principals include President **Jessica L. Longsten** (60%), 52% owner KAYO Seattle, Wash.; ½ owner KPUG Bellingham, Wash.; 56% owner KSEM Moses Lake, Wash.; 86% owner KBIO Burley, Idaho, and 80% owner Mist Pub. Co., St. Helena, Ore.; Vice President **Robert E. Pollock** (15%), general manager-14% owner KAYO, and Secretary-Treasurer **C. V. Zaser** (25%), 34% owner KAYO; 25% owner KPUG, and 25% owner KSEM. Filed Feb. 26.

Hearing Cases . . .

INITIAL DECISIONS

Lexington, Ky.—New tv, uhf ch. 18. FCC hearing examiner Isadore A. Honig issued initial decision looking toward grant of the application of The Central Kentucky Bcstg. Co. for construction permit for new tv station in Lexington, Ky., on ch. 18. Action March 10.

Spokane, Wash.—New tv, vhf ch. 2. FCC hearing examiner William G. Butts issued initial decision looking toward grant of the application of Louis Wasmer for a construction permit for a new tv station in Spokane, Wash., on ch. 2; engineering condition. Action March 8.

OTHER ACTIONS

KPAL Palm Springs, Calif.—Desert Radio & Telecasting Co. FCC granted mod. of CP for extension of time to May 15, in which to complete construction of am station (1450 kc, 250 w, unlimited); and denied petition of KCMJ, Palm Springs, Calif., filed Jan. 29, entitled "Petition for Denial, Or Protest Under Section 309(c) If Grant Already Made." Commissioner Bartley not voting. Action March 8.

Hartford, Conn.—Vhf ch. 3 proceeding. FCC by memorandum opinion and order, denied appeal filed Jan. 15 by Hartford Telecasting Co., from the Motions Commissioner's order of Jan. 7, quashing Hartford's notice of intention to take depositions in the hearing involving its application and that of The Travelers Bcstg. Service Corp. for new tv station to operate on ch. 3 in Hartford, Conn. Comr. Bartley not voting. Action March 5.

Ft. Scott, Kan.—Carthage Bcstg. Co.—On petition by KWRT Boonville, Mo., filed Feb. 18, 1954, the Commission stayed the effective date of its action of Jan. 27 granting application of Carthage Bcstg. Co. for new am station on 1370 kc, 500 w, daytime, at Fort Scott, Kan., and designated said application for hearing on April 6; made KWRT, Boonville, Mo., a party to the proceeding. Action March 5.

WQXR New York, KPMC Bakersfield, Calif.—By memorandum opinion and order, granted application of Pioneer Mercantile Co. to change power of am station KPMC, Bakersfield, Calif., from 1 kw to 10 kw, directional, operating unlimited time on 1560 kc, engineering conditions; and the application of Interstate Bcstg. Co., to increase power of am station WQXR, New York, N. Y., from 10 kw to 50 kw, directional, operating unlimited time on 1550 kc, engineering conditions. Commissioner Lee not voting. Action March 4.

Indianapolis, Ind.—Vhf ch. 13 proceeding. FCC designated for hearing applications of Indianapolis Bcstg. Inc., WIBC Inc., Mid-West Tv Corp., and Crosley Bcstg. Corp. for new tv station on vhf ch. 13. Action March 10.

WORD-TV Spartanburg, S. C.—By memorandum opinion and order, the Commission dismissed protest filed Feb. 16 by WAIM-TV, ch. 40, Anderson, S. C., against the grant on Jan. 27 to Spartan Radiocasting Co. for interim operation of WORD-TV, ch. 7, Spartanburg, S. C., on Paris Mountain, using former transmitter of WFBC-FM, with power output of 5 kw visual, 2.85 kw aural, antenna height above average terrain 449 ft. Commissioner Bartley dissented. Action March 4.

WORD-TV Spartanburg, S. C.—By memorandum opinion and order, denied petition filed March 4, by WAIM-TV, ch. 40, Anderson, S. C., for an immediate stay, pending judicial review proceedings, of the effective date of the Commission's grant on Jan. 27, to Spartan Radiocasting Co., for interim operation of WORD-TV, ch. 7, Spartanburg, on Paris Mountain. Commissioner Bartley dissented. A previous protest was denied on March 4. Action March. 8.

WORD-TV Spartanburg, S. C.—By memorandum opinion and order, the Commission denied a protest filed Feb. 19, 1954 by WGVL (TV), ch. 23, Greenville, S. C., against the grant on Jan. 27, to Spartan Radiocasting Co. for interim operation of WORD-TV, ch. 7, Spartanburg, S. C., on Paris Mountain, using former transmitter of WFBC-FM, with power output of 5 kw visual, 2.85 kw aural, antenna 449 ft. Comr. Bartley concurred in the result but not in the opinion. Action March 5.

KELP El Paso, Tex.—Trinity Bcstg. Co.—By memorandum opinion and order, the Commission (1) denied petitions filed by New York Yankees Inc., Brooklyn National League Baseball Club Inc., and St. Louis National Baseball Club requesting the Commission to direct Trinity Bcstg. Corp. to show cause why a cease and desist order should not be issued ordering discontinuance of alleged unauthorized broadcasts over stations KLIF Dallas, KLBS Houston, and KELP El Paso, Tex., of baseball games in which the teams of petitioners participate, or, that an order be issued suspending or revoking the license of KELP; and (2) granted renewal of license of KELP. Action March 5.

Ogden, Utah—Vhf ch. 9 proceeding—By order, the Commission dismissed without prejudice application of United Bcstg. Co. for new tv station on ch. 9 in Ogden, Utah, which dismissal was requested by the applicant; accordingly, Commission vacated an examiner's initial decision released Feb. 5 which looked toward denial of United's application. Action March 5.

Madison, Wis.—Vhf ch. 3 proceeding. FCC, by memorandum opinion and order, the Commission denied petition and supplement thereto filed by Radio Wisconsin Inc., requesting enlargement of hearing issues in proceeding involving petitioner's application and that of Badger Tv Co., for new tv stations in Madison, Wis., on ch. 3, to include issue as to the financial and legal qualifications of Badger, or, in the alternative, the addition of "sufficiency of funds" issue. Action March 5.

Spokane, Wash.—Vhf ch. 2 proceeding. FCC granted petition of Tv Spokane Inc. to dismiss its tv bid for new tv station on vhf ch. 2, and retained in hearing application of Louis Wasmer. Action March 5.

Hearing Calendar . . .

March 15

Corpus Christi, Tex.—Vhf ch. 10, further hearing before Examiner H. Gifford Irion—Superior Tv Inc., KEYS-TV Inc., K-Six Tv Inc.

Binghamton-Endicott, N. Y.—Uhf ch. 40, further hearing before Examiner William G. Butts—Southern Tier Radio Service Inc., Ottaway Stations Inc.

Tulsa, Okla.—Vhf ch. 2, further hearing before Examiner Annie N. Huntting—Central Plains Enterprises Inc., The Oil Capital Tv Corp.

Miami, Fla.—Vhf ch. 7, further hearing before Examiner James D. Cunningham—Biscayne Tv Corp., East Coast Tv Corp., South Fla. Tv Corp., Sunbeam Tv Corp.

Evansville, Ind.—Vhf ch. 7, further hearing before Examiner Herbert Sharfman—Evansville Tv Inc., On the Air Inc., WFBM Inc.

Washington, Mo.-Belleville, Ill.—New am 1260 kc, further hearing before Examiner Fanney N. Litvin—Leslie P. Ware d/b as Franklin County Bcstg. Co., Belleville Bcstg. Co.

Tuesday

Roanoke, Va.—Vhf ch. 7, further hearing before Examiner J. D. Bond—Times-World Corp., Radio Roanoke Inc.

Walnut Creek, Calif.—New am 1340 kc, before Examiner John B. Poindexter—Arthur Westlund, KSRO Santa Rosa.

Wednesday

Paducah, Ky.—Vhf ch. 6, further hearing before Examiner William G. Butts—Columbia Amusement Co., Paducah Newspapers Inc.

Friday

Omaha, Neb.—Vhf ch. 7, before Examiner Isadore A. Honig—KFAB Bcstg. Co., Herald Corp.

Wausau, Wis.—Vhf ch. 7, before Examiner Charles J. Frederick—WSAU Inc., Wisconsin Valley Tv Corp.

Routine Roundup . . .

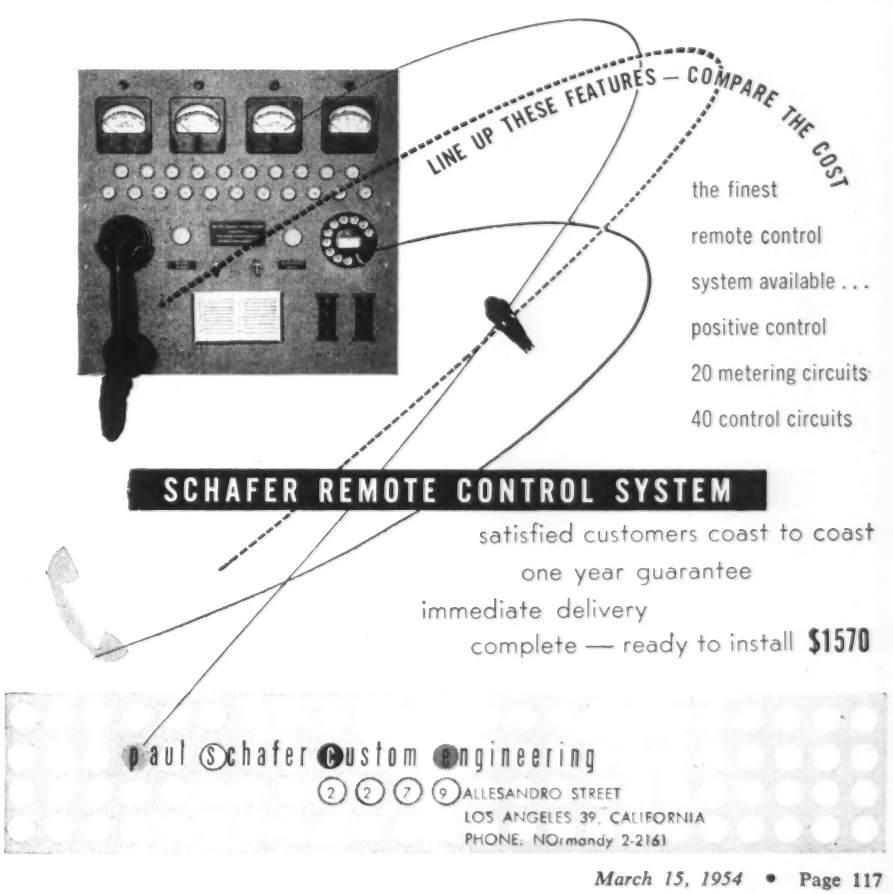
March 10 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley, Doerfer and Lee, took the following actions on March 10:

McFarland Letter

Charles E. Halstead Jr., Grass Valley, Calif.—



Is being advised that application (BP-8993) for new am station on 1230 kc, 250 w, unlimited, indicates necessity of a hearing.

Charles E. Halstead Jr., Zepher Cove, Nev.—Is being advised that application (BP-9108) for new am station on 1490 kc, 250 w, unlimited, indicates necessity of a hearing.

KOGT Orange, Texas, Sabine Area Bcstg. Corp.—Is being advised that application (BTC-1593) to transfer control from Hadassah Jacobs, et al. to Edwin T. Lovelace Jr., indicates necessity of hearing.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KPUY Puyallup, Wash.; WRHI Rock Hill, S. C.; KATE Albert Lea, Minn.; WATA Boone, N. C.; WJDA Quincy, Mass.; WMOU Berlin, N. H.; WMOU-FM Berlin, N. H.; WNBH New Bedford, Mass.; WNEB Worcester, Mass.; WNLC New London, Conn.; WOCB-AM-FM West Yarmouth, Mass.; WORC Worcester, Mass.; WOTW-AM-FM Nashua, N. H.; WPAW Pawtucket, R. I.; WPRO-AM-FM Providence, R. I.; WRDO Augusta, Me.; WTSV-FM Claremont, N. H.; WTWN St. Johnsbury, Vt.; WESX Marblehead, Mass.; WGUY-AM-FM Bangor, Me.; WKBR-AM-FM Manchester, N. H.; WLAD Danbury, Conn.; WTSL Hanover, N. H.; WTSV Claremont, N. H.

WJAR-TV Providence, R. I., The Outlet Co.—Application for renewal of license on ch. 10 was returned since the station is operating on that channel under special temporary authority, and license to cover outstanding CP would be in order upon completion of construction.

TV ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Hennock, Bartley, Doerfer and Lee, took the following actions on March 10:

McFarland Letter

KAGR-TV Yuba City, Calif., John Steventon—Is being given 20 days within which to inform the Commission if he desires hearing on application (BMPCT-1467) for additional time to construct tv station on ch. 52; otherwise, application will be dismissed, construction permit cancelled and call letters deleted. Comr. Hennock dissented.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Hearing Examiner Elizabeth C. Smith

Murray Carpenter & Associates, Bangor, Me.—Granted petition for leave to amend its tv application for ch. 2 (Docket 10900; BPCT-1797), in order to show agreement dated Feb. 18, with Maine Bcstg. Co., etc. Application as amended retained in hearing status.

By Hearing Examiner Annie Neal Huntting

Mackay Radio & Telegraph Co. Inc.—Gave notice of prehearing conference to begin March 11 in the so-called ("Three Circuits Case"), (Docket 8777), for the purpose of considering what actions may be taken on agreement reached to expedite the further hearing herein and for considering such other matters as may be deemed appropriate.

By Hearing Examiner H. Gifford Irion

On oral motion of the Broadcast Bureau with consent of applicant, continued indefinitely the further hearing scheduled for March 8 in re application of Desert Tv Co., for ch. 13 at Las Vegas, Nev. (Docket 10895).

By Hearing Examiner Charles J. Frederick

Continued until further order of the Examiner the hearing conference in re applications of City of Jacksonville, et al. for ch. 12 at Jacksonville, Fla. (Docket 10833 et al.), because of immediate pendency before the Examiner of other matters.

By Hearing Examiner William G. Butts

Mansfield Journal Co., Fergum Theatres, Inc., Mansfield, Ohio—Granted petition of Fergum Theatres requesting that paragraph 4 (4) of its points of reliance contained in Commission's Order Governing Course of Hearing issued Feb. 5, in re Dockets 10791-92, re ch. 36, be amended in certain respects.

By Hearing Examiner John B. Poindexter

KWTX Bcstg. Co., Waco Tv Corp., Waco, Tex.—Granted joint motion for extension of time to and including March 15, in which to file proposed findings re applications for ch. 10 (Dockets 10694-95).

March 10 Applications

ACCEPTED FOR FILING

Modification of CP

KTHS Little Rock, Ark., Radio Bcstg. Inc.—Mod. of CP (BP-8927) as mod. and reinstated, which authorized increase power, installation of new transmitter and directional antenna for night use and change transmitter and studio locations for extension of completion date (BMP-6452).

KTLN Denver, Colo., Radio Station KTLN Inc.—Mod. of CP (BP-8440) as mod., which authorized change frequency, increase in power; install new transmitter and change hours of operation and transmitter location for extension of completion date (BMP-6455).

KSIS Sedalia, Mo., Carl Wesley Yates Jr. and Christine Yates d/b as Yates Bcstg. Co.—License to cover construction permit (BP-8469) as mod., which authorized a new standard broadcast station (1050 kc) (BL-5227).

March 9 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of March 5

Remote Control

WJEJ-FM Hagerstown, Md., Hagerstown Bcstg. Co.—Granted authority to operate transmitter by remote control and to change antenna marking specifications.

Licensed

KCMS Manitou Springs, Colo., Garden of the Gods Bcstg. Co.—Granted license for fm broadcast station; (ch. 285), (104.9 mc), 750 w, unlimited (BLH-947).

CP

KXJK Forrest City, Ark., Forrest City Bcstg. Co.—Granted CP to install new transmitter as an auxiliary transmitter, at present location of the main transmitter to operate on 950 kc, 1 kw (BP-9183).

Modification of CP

WEPG South Pittsburg, Tenn., Marion County Bcstg. Service—Granted mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6434).

The following were granted Mod. of CP's for extension of completion dates as shown:

WSVA Harrisonburg, Va., to 5-17-54, conditions; WBEL Beloit, Wis., to 5-15-54, conditions: WTVN Columbus, Ohio, to 9-7-54; WHEC-TV Rochester, N. Y., to 9-27-54; WVET-TV Rochester, N. Y., to 9-27-54; KTBC-TV Austin, Tex., to 10-1-54; WGEM-TV Quincy, Ill., to 9-24-54; WKRC-TV Cincinnati, Ohio, to 9-10-54; KTVA Anchorage, Alaska, to 9-29-54; KGVO-TV Missoula, Mont., to 9-31-54; WDTV Pittsburgh, Pa., to 9-15-54; KROD-TV El Paso, Tex., to 9-30-54; KOPR-TV Butte, Mont., to 9-14-54; KQED Berkeley, Calif., to 9-22-54.

Actions of March 4

The following were granted Mod. of CP's for extension of completion dates as shown:

WTOB-TV Winston-Salem, N. C., to 9-3-54; WWTV Cadillac, Mich., to 9-8-54; WSVA-TV Harrisonburg, Va., to 9-28-54; WDAN-TV Danville, Ill., to 9-10-54; KOIN-TV Portland, Oreg., to 9-15-54; WKZO-TV Kalamazoo, Mich., to 9-30-54; WJPB-TV Fairmont, W. Va., to 9-1-54; WSIX-Tv Nashville, Tenn., to 9-29-54; WCOV-TV Montgomery, Ala., to 9-22-54; KFBB-TV Great Falls, Mont., to 9-21-54.

Actions of March 3

Licensed

WLCK Campbellsville, Ky., Taylor County Bcstg. Co.—Granted license covering changes in the antenna system (BL-5224).

CP

KOWL Santa Monica, Calif., KOWL Bcstg. Co.—Granted CP to use the old main transmitter as an auxiliary transmitter, at present location of main transmitter, to operate on 1580 kc, 5 kw (BP-9167).

Modification of CP

WNIX Springfield, Vt., Connecticut Valley Bcstg. Co.—Granted mod. of CP for approval of antenna and transmitter location and specify studio location; condition (BMP-6415).

WHEE Martinsville, Va., Mechlenburg Bcstg. Corp.—Granted mod. of CP for approval of antenna, transmitter and studio location; condition (BMP-6429).

WMCH Church Hill, Tenn., Twin Cities Bcstg. Co.—Granted mod. of CP for approval of antenna and transmitter location; condition (BMP-6414).

The following were granted mod. of CP's for extension of completion dates as shown:

WJLD Homewood, Ala., to 8-10-54; KTLA Los Angeles, Calif., to 9-15-54; WHIO-TV Dayton, Ohio., to 9-11-54.

Actions of March 2

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WICK Scranton, Pa., condition; KPRS Kansas City, Mo.; KCAL Redlands, Calif.; WSTP Salisbury, N. C.; WDBF Delray Beach, Fla.; KDEC Decorah, Iowa.

Modification of CP

WFTL-TV Ft. Lauderdale, Fla., Tri County Bcstg. Co.—Granted mod. of CP for extension of completion date to 10-1-54 (BMPCT-1859).

Actions of March 1

Licensed

WFIL-FM Philadelphia, Pa., Triangle Publications Inc. (The Philadelphia Inquirer Division)—Granted license covering changes in fm station: ch. 271 (102.1 mc), 10 w, unlimited (BLH-948).

KWPC-FM Muscatine, Iowa, Muscatine Bcstg. Co.—Granted license for fm broadcast station: ch. 259 (99.7 mc), 780 w, unlimited (BLH-944).

WGFS Covington, Ga., Georgia Bcstg. Service Inc.—Granted license covering change in frequency, increase in power, change in hours of operation from unlimited to daytime, and installation of new transmitter; 1430 kc, 1 kw, daytime (BL-4818).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WCPO Cincinnati, Ohio; WAIR Winston-Salem, N. C.; KTRE Lufkin, Tex., while using nondirectional antenna; WKFN Franklin, Ky.

Licensed

KOWL Santa Monica, Calif., KOWL Bcstg. Co.—Granted license covering increase in power and installation of new transmitter; 1580 kc, 10 kw, daytime (BL-5212).

WLAD Danbury, Conn., The Berkshire Bcstg. Corp.—Granted license covering installation of new transmitter (BL-5214).

WHXY Bogalusa, La., Bogalusa Bcstg. Co.—Granted license for am broadcast station; 920 kc, 1 kw, daytime (BL-5210).

CP

KULE Ephrata, Wash., Columbia Basin Bcstg. Co.—Granted CP to install new transmitter (BP-9178).

WINZ Miami-Hollywood, Fla., Hollywood Bcstg. Co.—Granted CP to install the old main transmitter as auxiliary transmitter, at present location of the main transmitter, to be operated on 940 kc, 1 kw, employing DA (BP-9158).

Modification of CP

WFBM-TV Indianapolis, Ind., WFBM Inc.—Granted mod. of CP to change transmitter location: Completion date 9-1-54 (BMPCT-1893).

WCEF Parkersburg, W. Va., Clarence E. Franklin—Granted mod. of CP to make changes in the antenna system (decrease height of the tower) (BMP-6381).

KBMI Henderson, Nev., Moritz Zenoff—Granted mod. of CP to change type transmitter (BMP-6444).

The following were granted mod. of CP's for extension of completion dates as shown:

WNEL San Juan, P. R., to 4-18-54, conditions; KBAK Bakersfield, Calif., to 9-8-54; WLIB New

(Continued on page 122)

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Help Wanted

Managerial

Manager for 250 watt major network station in medium size South Atlantic market. Must be strong on sales and economic operation. No. 1 station in highly competitive market. Write Box 649C, B•T.

Salesmen

Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Commercial manager—If you are energetic, hard working salesman, married, looking for advancement, this is an unusual opportunity to become commercial manager and later manager. Box 594C, B•T.

Local time salesman for top independent metropolitan New York and New Jersey station. Write for personal interview. Enclose resume of past experience. Box 600C, B•T.

Due to tv expansion, have opening now for two good radio salesmen who want to move up to top sales posts. 24-hour independent in large east coast market. Good pay and liberal incentive plan. Full details. Box 620C, B•T.

Thoroughly experienced, successful salesman for excellent opportunity. Intangible, dealing with businessmen. Age 35-50. South. Some travel. Salary, plus. Send references (checked only by approval), record, complete details. Box 647C, B•T.

Unusual sales opportunity for competent, aggressive radio salesman for established network station strong on local programming and promotion in competitive metropolitan market over quarter-million. Smooth functioning 17-year successful operation assures real future for right young, married, mature go-getter. Incentive plan to match willingness to work. Send complete background, sales record, photo and earning capacity in confidential first letter to Box 655C, B•T.

Salesman for metropolitan North Carolina station. Excellent advancement prospects. Box 680C, B•T.

Time salesman wanted for long established network affiliate, one station market in Minnesota. Commission against draw or salary and commission. Write sales experience, details and present and expected starting deal. Box 695C, B•T.

Salesman on 25 percent commission. 5000 watt full-time station. WKNK, Muskegon, Mich.

Announcers

Combo announcers, 1st engineers or salesmen. Immediately. Indiana. Box 488C, B•T.

Ready for experience in a bigger set-up? We're ready to start a junior announcer-disc jockey with good voice, real talent and some experience. $60-$65. Send background and tape. Box 634C, B•T.

Announcer with restricted permit wanted for music (DJ) operation, El Paso, Texas. Send tape or disc and background. Box 642C, B•T.

Announcer-engineer, combo and announcer-copy writer. Excellent pay. Good references required. Announcing must be above average. Virginia and east Tennessee locations. Box 667C, B•T.

5000 watt indie needs morning DJ. Here is your opportunity to break into high power and get that directional experience with lively hard hitting station in large metropolitan market. Owners have two am's and tv. Future for right man. Ability not experience main factor. Indie. Must have first phone. $75.00 per week. Contact Rea Bowman, KJAY, Topeka, Kansas.

Combo with first phone. Some announcing experience. Good opportunity, fair wages. WBNL, Boonville, Indiana.

Help Wanted

Needed at once, first phone combo man, heavy on announcing, opportunity for part-time sales. Contact P. R. Hurlbut, WCSI, Columbus, Indiana.

Experienced announcer, strong on news and commercials, for general staff work on long-established network affiliate. Excellent opportunities starting with good salary. Send audition and background to WFDF, Flint, Michigan.

Announcing position available WKNX-AM-TV, inter connected CBS, ABC, affiliated. Nation's 66 market. If interested, phone or airmail, resume and picture, Tom Taylor, Program Director, WKNX, Saginaw, Michigan.

Combo man, first phone. Accent on announcing. WMVO, Mount Vernon, Ohio.

WQUA, "the station that sparkles with stars," winner of first place audience and sales promotion, Billboard Magazine, 1953, needs outstanding disc jockey personality. Rush tape with full details, including photograph, direct to WQUA, Moline, Illinois. Salary commensurate with ability. This is an excellent opportunity for a good man in metropolitan market.

Wanted an experienced announcer. Must be good on news and record shows. 1000 watt Mutual station. Send full information to Howard Gilreath, Manager, Radio Station WVOP, Vidalia, Georgia.

Salesman-announcer, who has successful early morning show, wanted by San Diego independent. Send tape of show and volume of business and type of accounts sold at retail. 6:00 am-9:00 am, Monday-Saturday shift only, balance of time selling and servicing. Salary plus commission. Send to General Manager, 630 F Street, San Diego, Calif.

Technical

First phone transmitter engineer. $1.25 per hour. Contact Don Morris or W. L. Thompson, KRIS, Corpus Christi, Texas. Phone 4-6354.

Chief engineer for North Carolina Mutual affiliate. Must be able to handle announcing shift. Progressive market. Excellent opportunity. Contact Howard Fisher, WLSE, Wallace, North Carolina.

Chief engineer, announcing, board operation. Ideal community. WMVO, Mount Vernon, Ohio.

Production-Programming, Others

Good local newsman. Progressive news, special events minded station. Writing, announcing ability essential. Besides news "know-how" real newsman will have eagerness to accept challenges of good coverage. Salary open. Good working conditions, opportunity. Box 601C, B•T.

Opportunity male copywriter. Some announcing. Submit samples. Texas. Box 638C, B•T.

Experienced copywriter, WEAV, Plattsburgh, New York.

Program director with a voice for news, copy needed at WKNK 5000 watt, regional, Muskegon, Michigan. Contact John Hunter, 3-2126.

Television

Help Wanted

Salesmen

Excellent opportunity for alert salesman to earn $15,000-$20,000 in market of half-million. Straight 15% commission with no limit on earnings. Unusual opportunity. Write or wire Box 609C, B•T.

Technical

Assistant chief engineer for 100kw vhf in southeast. Must have thorough knowledge video circuits and capable full maintenance responsibility. Permanent position with good organization. Box 607C, B•T.

Help Wanted—(Cont'd)

Engineer for tv control room. WKZO-TV, Kalamazoo, Michigan.

Production-Programming, Others

Director—station experience desired—two camera operation, working knowledge of lighting and TS-11 essential. Box 499C, B•T.

Vhf educational station has immediate opening for an experienced, practical program director who knows tv production-programming thoroughly. Excellent salary. Best facilities and environment. Send full detail, including photo if possible, and references first letter. All replies confidential. This is unusually fine opportunity in every respect. Box 616C, B•T.

Continuity chief—solid dependable, experienced man to head department in established Iowa radio-television operation. Box 654C, B•T.

Situations Wanted

Managerial

Experience; 6 years, managerial, sales, programming, news, announcing, public relations. Stable, family. Desire greater opportunities. Box 555C, B•T.

Sales manager—radio or tv—13 years excellent sales record—Mature executive ability—references. Respectfully solicit personal interview. Presently employed. Box 646C, B•T.

Successful, thoroughly experienced, mature manager available because of tv merger. Top references, nationally respected. Worth investigating. Box 651C, B•T.

Successful (always on the street), sales manager, 6 years, love hard work with profitable challenge, college graduate, family, age 30, highest references, prefer SE. Radio only. Box 660C, B•T.

Combination manager-salesman-program director. Experienced. Prefer Florida or south. Box 662C, B•T.

Radio station owners: Are you losing money? I've brought three operations from losers to exceptionally profitable stations in a short time. Will accept management on nominal salary, percentage on increase. Want permanent set-up. Family man. Twelve years radio. Excellent national connections. Could make nominal investment. For details write Box 692C, B•T.

Salesmen

New York? Denver? Hawaii? Phoenix? Los Angeles? Miami? San Francisco? Big Town? Phenomenal DJ with personal salesman. Our area saturated. Hypo your billing with this duet. We're "Commercial"—right now—write now! We even smile Mondays! Box 648C, B•T.

Successful salesman, enthusiastic, aggressive, resourceful, new car, seeks permanent location. Box 659C, B•T.

Announcers

Baseball announcer. Seven years experience. Fine voice, best of references. Box 341C, B•T.

Combo man, 3rd class permit, college graduate. Light on experience, strong on news and sports, can do play-by-play of baseball and football. Car, can travel anywhere. Draft exempt. Box 359C, B•T.

Proven play-by-play sports announcer. Disc jockey and announcer. Five years experience. College graduate. Radio or tv. Box 630C, B•T.

Newscaster, not bored with staff announcing, would switch to station where promotional and programming interests can be eventually utilized. For record write Box 631C, B•T.

Announcer—Stop-Look-Listen. Answer to your prayer. Voice good. DJ, news, sports, down my alley. Control board operator. Single. Draft exempt. Car. Free to travel. Disc and resume available. Box 639C, B•T.

Ten years radio guarantee top performance for you. 50kw experience. Present job six years—chief announcer. Tv potential. References. Available June. Box 640C, B•T.

Capable, experienced announcer seeks staff connection. Strong news—smooth commercials—original DJ—good continuity. Reliable, exempt. Tape, resume, references. Box 645C, B•T.

Announcer—radio-tv-fm-experience in all-news-casting-personality shows. Box 650C, B•T.

Situations Wanted—(Cont'd)

Sports director: Eight years baseball, college and high school football and basketball. Seek permanent position with baseball. Excellent references. Good air-salesman, authoritative delivery. Family man. Dependable. Now employed. Experienced sales service. Box 664C, B•T.

Newsman looking for western station that appreciates solid local coverage. Radio, newspaper experience. Box 665C, B•T.

Announcer with first phone wants Michigan. Extensive knowledge of music plus journalism and publicity training. Graduate top radio-tv school. Family man, veteran, sincere, dependable. Box 671C, B•T.

Young negro personality. Announcer, newscaster, DJ, good ad-libber. Experience light. Travel, good opportunity. Board operator. Excellent references, tape resume. Box 675C, B•T.

Experienced sportcaster — staff. Tops play-by-play all sports. Highly recommended. Veteran. Family. Box 676C, B•T.

Announcer, news, commercials, DJ, limited experience. Married. Veteran, tape, references. Box 678C, B•T.

Versatile announcer, DJ, with ambition, ability, initiative and experience, seeks permanent position with future. Fine news and commercial delivery—Really knows music, best references. Married. Tape and resume. Box 679C, B•T.

Deejay, announce and sell, 6 years experience. Want permanent deal. Sober, reliable, available immediately. Box 683C, B•T.

Announcer—6 years experience all phases of announcing, news, sports, music, narration. Hold first phone license. Box 684C, B•T.

Six year man. Announcer, newsman, program director. Seek staff work in major city. Sports play-by-play. Top notch references. Box 685C, B•T.

Midwestern announcer from major market living in southeast anxious to return to radio and tv in south. 12 years of warmth and personality available to the sunny south. Age 33, 4 youngsters, taught college speech. Your chance to travel first class. Box 687C, B•T.

Air-salesman, specialty DJ. News, commercial and emcee. Four years experience, now in major market. Married. Would prefer midwest station. Box 688C, B•T.

News, commercial, DJ. Recent graduate broadcasting school. Board work, continuity. College, interested in start wherever best opportunity. Box 691C, B•T.

Sports announcer, first phone; specializing in play-by-play baseball, football. Five years staff experience. Want to return to first love—sports. Anxious to affiliate, under contract, with station having local broadcast or telecast rights for coming baseball season. Salary $350. month guarantee., plus talent. Prefer northeast but—. Box 694C, B•T.

Announcer—over seven years experience, all phases, desires manager's or pd's position on small station; or announcer on large station. Presently employed. Box 696C, B•T.

Midwest—family man, 27, wants proof not promises. 7 years experience. Bass voice. Box 697C, B•T.

All-around announcer. Five months experience. Don't smoke, don't drink, work hard. Charlie Doll, 907 Clinton Street, Hoboken, New Jersey. HO. 4-9976.

Announcer. Control board operator. Reliable. Limited experience. Desires station staff connection. News, DJ, strong on commercials. Single, draft exempt. Available immediately. Resume, tape, references. Tom Jefferys, 31-38 29th Street, Astoria 6, N. Y.

Married vet. 3 years announcing experience. Heavy on news, also write news and commercials. Tape on request. Jim Tague, 2560 7th Ave., Los Angeles 18, Calif.

Combo-first ticket, experienced. Can write. Can sell. Am or tv. West or south. Write "Combo," 4615 Live Oak, Dallas, Texas.

Announcer—29, single, draft exempt, 10 months experience combination man (staff announcer). Prefer job in midwest. Telephone 328W. 919 W. Pearl, Staunton, Ill.

Situations Wanted—(Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Technical

Chief engineer-program director. Highly experienced, executive-minded broadcast veteran seeks this duo assignment. Why pay two salaries when the ultimate in engineering and programming can be yours from this hard hitting, energetic individual at $125.00 weekly. Reply 564C, B•T.

Have technical schooling, first phone license and am experience. Desires position radio and/or tv. Box 571C, B•T.

Engineer—1st class license. Six years experience console, transmitter, remotes, recordings. Box 603C, B•T.

Two technicians with first phone tickets, desire positions, preferably together. Box 633C, B•T.

First phone, 2 years experience, studio and transmitter, seeks position in Miami, Florida, or vicinity. Box 674C, B•T.

Engineer—1st phone—technical graduate. TV broadcast experience. Some announcing. Desire Florida, New York areas. Box 677C, B•T.

1st phone, graduated RCA February 26, 1954, desires position in radio or tv. Free to travel but would prefer New York or northeast area. Write Earl Brickner, 1017 Oriental Blvd., Brooklyn, N. Y.

First class engineer available now. Some announcing. Jeff Rice, Jr., 708 West Central, Bentonville, Arkansas.

Tapak walkie-tape-recorders, famous stars of radio, tv, experienced all sorts of remote situations. No salary, will travel. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Production-Programming, Others

Newswriter, employed, 22 months experience newspapers; radio. Journalism graduate, veteran, single. Box 565C, B•T.

News director, 8 years radio. All phases news department operation. Authoritative delivery, Tapak recorder. College graduate, veteran, 31. High caliber radio only, management future. Write for resume, tape, interview. Box 588C, B•T.

Producer-writer, former pd, wants change. College graduate, veteran, 28. Versatile idea man. Seven years radio and some tv. Write Box 632C, B•T.

Attention: Available sports director, program director, 6 years experience, all phases radio. Can sell. Draft exempt. Box 641C, B•T.

Supervisor-director—4 years radio—4½ years tv. Desires position with more progressive station. Box 661C, B•T.

Copy-chief. Radio or tv. Experienced all phases radio. Located SW. Travel. Family. Permanency. Details, references. Box 663C, B•T.

Experienced local newsman—newspaper experience. Write, broadcast. Desire permanent location—CBS-NBC station, northeast, midwest. Box 682C, B•T.

Television

Situations Wanted

Managerial

Management team—Two men highly specialized for television station. Thoroughly experienced in station construction and operations. Excellent network and agency contacts. Guarantee top programming and national spot sales. Can also staff station on short notice with trained tv personnel. Box 552C, B•T.

Experienced tv-radio general manager available. Years of successful radio station operation. Built and operated television station profitably from start. Good reasons for desiring change. Prefer southwest or east. Box 556C, B•T.

Manager of tv station in black, with proven record of economical and efficient operation, good national sales, wishes to make change. Have sound reason for leaving. Local sales and program ideas paying off in increased billings and good ratings. Plenty of tv know-how based on five years in major and medium market tv operation plus ten in radio. Top industry references from stations and networks. Can assume full responsibility for your tv operation. Reply Box 577C, B•T.

Situations Wanted—(Cont'd)

Tv merger—am sale make available top reference, economy minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty years successful broadcasting background. Box 652C, B•T.

Salesman

Sales promotion manager or salesman. Experienced photographer with press cameras, newsreel cameras with sound-on-film, floodlights and all necessary equipment. Radio station experience. Reply Box 658C, B•T.

Announcer

Experienced news and commercial tv announcer looking for market over 500,000, write Box 637C, B•T.

Technical

Experienced tv engineer desires correspondence with new station management for position on engineering staff. Xmtr emphasis, also studio switcher and camera experience. No vacation reliefs please. Box 670C, B•T.

Engineer, BEE degree. 5 years Naval electronic, 3 years circuits design, 1½ years tv station engineer. 1st class license. Desire opportunities in tv broadcasting. Box 672C, B•T.

Production-Programming, Others

You want increased profit from premium time sales. You need programming by a newsman who can create that time. Box 604C, B•T.

Skilled scenery artist, art academy knowledge, extensive experience in European theatre and movie work. Three years in America, 2nd and 3rd year steady with leading midwest television chain. Desires permanent position with possibilities in television scenery design and production, commercial art and lettering. Family man, age 34. Available in 30 days. Write Box 635C, B•T.

Tv firm department manager. Thorough experience, all phases with top station. Box 644C, B•T.

Capable, efficient, sober family man of 32 with 8 years radio, 2 years television experience in good operation, as announcer writer, director, desires program director's job with television station. Will consider announcer-program director. Proven record of on-air sales. Have selling program ideas that require very little budget. Let's talk. Box 653C, B•T.

Now working in studio operations but want promotions and copywriting job. Box 666C, B•T.

Television opportunity desired. B.S. degree, major radio-television. Extensive on air studio operations experience, channel 8, Houston. Directing, camera, mike boom, lighting, announcing, film projection, flying spot scanner. Radio announcing, newscasting. Single, 27. Available June. Box 669C, B•T.

Tv producer-director, top-flight network commercial credits covering past 5½ years, New York. Invited negotiations with leading packager agency or advertising director, metropolitan area. Box 673C, B•T.

Production graduate, all phases-switcher, lighting, camera, sound, film. Limited experience—unlimited ability. Midwest, south, southeast. Announcing experience. Bill Connor, 3005 Dudley, Nashville, Tenn. Telephone 7-2025.

Can you use experience and ability? CP or on air. Well rounded in programming and production. Also engineering background. Best references. Sam Eaton, KTAG-TV, Lake Charles, Louisiana.

Reliable: Hardworking: Experienced in television since 1948 in all program and production phases. Legit and film experience also. Desire position as program and/or production director. Opportunity and permanency primary. Write J. Loren, 2024 West 5th Street, Brooklyn 23, New York.

Program director—8 years radio, total 12 years, some television experience. Desire similar position medium or large market. Available April 1st. Peter Tripp, Melrose 7118 Kansas City, or 5010 Briar, Mission, Kan.

For Sale

Stations

Will trade new remote control system for share in your station. Write Box 438C, B•T.

(Continued on next page)

For Sale—(Cont'd)

250 watt radio station, Mutual affiliation showing nice revenue. Priced to sell quick. For details, write Box 656C, B•T.

Texas radio station, 1000 watt day-time, located in most prosperous territory in United States; in city over 100,000 population, 400,000 population within radius of 35 miles. Highly industrial, tremendous payrolls. Owner retiring. Reasonable down payment, balance on terms of five years or longer with 5% interest. More interested in character, ability and ambition than the amount of down payment. Would consider partner if qualified to assume complete management. Chance of life-time for the right man. Box 689C, B•T.

Ask for our free list of good radio buys. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Five kilowatt am transmitter complete with some spare tubes, $2,900. Box 530C, B•T.

Complete Collins equipment for 20kw fm station. 5kw transmitter, Collins antenna, frequency and modulation monitor. Box 582C, B•T.

Have spare zoomar lense; perfect condition. Box 643C, B•T.

One GE 6 bay fm antenna type BY-6-B with beacon platform complete with instruction book. Purchaser will pay for removal on 15-story building. No reasonable offer refused. KCRC, Enid, Oklahoma.

WFMY-TV, Greensboro, has 3 antenna mounting trestles for RCA TF6AL. Made to exact RCA specifications. $150. fob Greensboro, N. C. Contact William E. Neill, WFMY-TV.

500 watt am transmitter. Good operating condition. Low priced, for immediate sale. WRMN Elgin, Illinois. Phone 7700.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

It's smart to be shifty. Why lug a maggie to a remote when you can wear a Tapak newscaster, the walkie tape "studio." No charging, no lines, just you. Try before buy. Broadcast Equipment Corp., 135-01 Liberty Ave., Richmond Hill 19, N. Y.

Interested in films? For public reaction through screening committees National Board of Review of Motion Pictures, plus authoritative articles, only $3 a year, read "Films in Review," P. O. Box 109, Gracie Station, New York 28, N. Y.

Presto RC-7 tape transport A920 amplifier, reasonable, Fidelity Sound, 1412 Flagler Ave., Jacksonville, Florida.

Wanted to Buy

Stations

250-1000w west of Mississippi. Prepared to negotiate at site immediately. Replies confidential. Box 693C, B•T.

Equipment, etc.

UHF 1kw transmitter, antennas, cameras and all other tv equipment. Will pay cash. Write Box 593C, B•T.

Want field strength meter, RCA model WX-2C. Box 602C, B•T.

Used 10kw fm transmitter or 10 kw fm amplifier. Box 636C, B•T.

Used audio oscillator, gain set, distortion meter, recent model am modulation monitor, GE limiter. Box 681C, B•T.

Slightly used GE type TT-10A channel 2 to 6 transmitter. Furnish availability and lowest price. WCCO-TV, Minneapolis, Minnesota, % John M. Sherman.

Limiting amplifier 119A model. Write WFAH, Alliance, Ohio.

BTA-10F urgently need RCA 10 kilowatt am transmitter. Wire or telephone Geist-Creaser Assoc., Inc., Murray Hill 7-1550, 60 East 42nd Street, New York 17, N. Y.

Used recording equipment. Will offer highest trades on new equipment. Commercial Electronic Service, 2609 Olive Street, St. Louis 3, Mo.

Miscellaneous

A complete application for a television hearing in leathered bound volumes representing the latest and best thinking of the recognized top legal talent and consultants' work in the country. Thousands of dollars can be saved by utilizing this information if you are planning to file a tv application or may be involved in a tv hearing. Box 500C, B•T.

Is your station making the profit it should? If not, my experience possibly could help you. I have been in radio-tv merchandising and advertising for several years. I can help your radio or tv station (or business in allied field) increase its billings in a reasonably short time. Reply in confidence. Post Office Box 857, Chicago 90, Illinois.

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Newest space-saving workbench, 48" x 24" x 33", completely equipped, shipped FOB knocked down, minutes assembled, only $9.95; Riolemtel, Palatka, Florida.

Help Wanted

America's First All Girl 24 hour AM Glamour Station being planned. If you have experience in Management, Engineering, Sales and all phases, apply by letter. Not ready for Auditions. Market in first 50 of the country. Ideal climate and living conditions. Box 686C, B•T.

Television

OPPORTUNITY!

Young man to be manager-partowner in 3 to 5 years. He must believe good salesman can sell TV advertising without long period of getting acquainted; willing to start as salesman 15% commission, almost complete choice of accounts. Can be local TV sales-manager in 90 days, reporting only to head of business, 20% commission on all local TV sales. He should be general sales-manager AM-TV local-national in one to two years and president-general manager in 3 to 5. Commensurate salaries plus stock-option 10% to 20% of ownership. 5 year option now at about half value. Drawing account available. The less guarantee the more stock in option. Full particulars, picture and phone number in first letter. Advise if can visit property and be visited promptly. Box 698C, B•T.

Situations Wanted

NEED HELP?

Seven years experience in radio and television staff announcing, director of news and special events, assistant program director. Former employers will tell you jobs were done well. Announcing duties covered every field, including across-the-board, nationally sponsored television newscast. Available immediately. Write Box 657C, B•T.

RADIO OR TV

1,000,000 MARKET ANNOUNCER with all-around experience net-basic radio, national-agency TV, films. Available for staff of bonafide, forward-looking operation with at least TV-CP. A-1 voice, good idea man, writer. Prefer Gulf Texas, Florida, but geography secondary. Must offer good salary, future opportunities. No shoestrings, whistlestops, please. Vet, 24, college, single, immediately. Box 668C, B•T.

Television

IS THERE A JOB IN THE HOUSE?

TV Director, Writer, Announcer, age 25. Single, veteran, experienced newspaper reporter and copywriter. SRT student. Directed many hours of live, closed circuit TV programs. Experience as cameraman, floor manager, switcher, boom, sound console. Also announcing and script experience. Neat appearance, adaptable, college, creative ability, reliable. And good TV production job offer welcomed. Box 690C, B•T.

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EQUIPMENT

Collins 21-A-5KW Transmitter
4 years old—A-1 condition
including set of spare tubes
$13,000 f.o.b.
For details write-wire-call
BOB DUMM, KXOA, SACRAMENTO
CALIFORNIA

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2111 Greensboro, N. C.

Employment Services

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

FOR THE RECORD

(Continued from page 118)

York, N. Y., to 3-19-54; KGMC Englewood, Colo., to 6-1-54; WICC-TV Bridgeport, Conn., to 9-2-54; KBES-TV Medford, Ore., to 9-4-54; to KDZA-TV Pueblo, Colo., to 9-1-54; WAFB-TV Baton Rouge, La., to 9-29-54.

KAMD Camden, Arkansas, Camden Radio Inc.—Granted mod. of CP for extension of commencement and completion date to 4-4-54 and 10-4-54.

WFAR Farrell, Pa., Sanford A. Schafitz—Granted authority to operate transmitter by remote control. (Action Feb. 23, 1954.)

March 9 Applications

ACCEPTED FOR FILING

Application Reinstated

Lawton Bcstg. Co. Inc., Lawton, Okla.—Construction permit for new station on 1600 kc, 1 kw, unlimited hours of operation, using directional antenna day and night (BP-8840).

Modification of CP

KRTV (TV) Little Rock, Ark., Little Rock Telecasters Inc.—Mod. of CP (BPCT-1160) as mod., which authorized new tv station to extend completion date from 3-16-54 (BMPCT-1929).

KMJ-TV Fresno, Calif., McClatchy Bcstg. Co.—Mod. of CP (BPCT-449) as mod., which authorized new tv station for extension of completion date to 9-29-54 (BMPCT-1934).

WJDM (TV) Panama City, Fla., J. D. Manly—Mod. of CP (BPCT-1571) as mod., which author-

ized new tv station for extension of completion date from 3-21-54 (BMPCT-1933).

KFUO-TV Clayton, Mo., The Lutheran Church-Missouri Synod—Mod. of CP (BPCT-404) as mod., which authorized new tv station for extension of completion to 4-4-55 (BMPCT-1931).

KOLN-TV Lincoln, Neb., Cornhusker Radio and Tv Corp.—Mod. of CP (BPCT-1044) as mod., which authorized new tv station for extension of completion date to 10-6-54 (BMPCT-1936).

WKRC-TV Cincinnati, Ohio, Radio Cincinnati Inc.—Mod. of CP (BPCT-905) as mod., which authorized changes in existing tv station for extension of completion date to December, 1954 (BMPCT-1913).

WTVN (TV) Columbus, Ohio, WTVN Inc.—Mod. of CP (BPCT-928) as mod., which authorized changes in facilities of existing tv station for extension of completion date to January, 1955 (BMPCT-1932).

WFMZ-TV Allentown, Pa., Penn-Allen Bcstg. Co.—Mod. of CP (BPCT-486) which authorized new tv station for extension of completion date to 8-15-54 (BMPCT-1937).

KTBC-TV Austin, Tex., Texas Bcstg. Corp.—Mod. of CP (BPCT-876) as mod., which authorized new tv station for extension of completion date to 9-1-54 (BMPCT-1928).

KWFT-TV Wichita Falls, Tex., Wichita Falls Tv Inc.—Mod. of CP (BPCT-1309) as mod., which authorized new tv station for extension of completion date from 3-22-54 (BMPCT-1930).

WTVR (TV) Richmond, Va., Havens and Martin Inc.—Mod. of CP (BMPCT-602) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 6-1-54 (BMPCT-1935).

WREX-TV Nr. Rockford, Ill., Greater Rockford Tv Inc.—Mod. of CP (BPCT-1050) as mod., which authorized new tv station for extension of completion date to 9-15-54 (BMPCT-1939).

March 8 Decisions

BROADCAST ACTIONS

Modification of CP

KPAL Palm Springs, Calif., Desert Radio and Telecasting Co.—Granted mod. of CP for extension of time to May 15 in which to complete construction of am station (1450 kc, 250 w, U); and denied petition of KCMJ, Palm Springs, Calif., filed Jan. 29, entitled "Petition for Denial, Or Protest Under Section 309(c) If Grant Already Made." Commissioner Bartley not voting.

March 8 Applications

ACCEPTED FOR FILING

License for CP

WMAS-FM Springfield, Mass., WMAS Inc.—License to cover construction permit (BPH-1878) which authorized changes in licensed station (BLH-950).

WLYC-FM Williamsport, Pa., Lycoming Bcstg. Co.—License to cover construction permit (BPH-1895) which authorized changes in licensed station (BLH-951).

Modification of CP

KTVA (TV) Anchorage, Alaska, Northern Tv Inc.—Mod. of CP (BPCT-1706) as mod., which authorized new tv station for extension of completion date to 9-29-54 (BMPCT-1921).

WGEM-TV Quincy, Ill., Quincy Bcstg. Co.—Mod. of CP (BPCT-776) as mod., which authorized new tv station for extension of completion date to Dec. 1954 (BMPCT-1918).

WHEF-TV Brockton, Mass., Trans-American Tv Enterprises Inc.—Mod. of CP (BPCT-1731) which authorized new tv station for extension of completion date to 9-29-54 (BMPCT-1926).

KOPR-TV Nr. Butte, Mont., Copper Bcstg. Co.—Mod. of CP (BPCT-804) as mod., which authorized new tv station for extension of completion date to 9-14-54 (BMPCT-1922).

KGVO-TV Missoula, Mont., Mosby's Inc.—Mod. of CP (BPCT-829) as mod., which authorized new tv station for extension of completion date to September 1954 (BMPCT-1925).

WVET-TV Rochester, N. Y., Veterans Bcstg. Co.—Mod. of CP (BPCT-833) which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-1916).

WHEC-TV Rochester, N. Y., WHEC Inc.—Mod. of CP (BPCT-326) which authorized new tv station for extension of completion date to 7-1-54 (BMPCT-1917).

WDTV (TV) Pittsburgh, Pa., Allen B. DuMont Laboratories Inc. — Mod. of CP (BPCT-932) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 6-1-54 (BMPCT-1920).

KROD-TV El Paso, Tex., El Paso Times Inc.—Mod. of CP (BPCT-673) as mod., which authorized new tv station for extension of completion date to 9-30-54 (BMPCT-1924).

KQED (TV) Berkeley, Calif., Bay Area Educational Tv Assn.—Mod. of CP (BPET-8) which authorized new noncommercial educ. tv station for extension of completion date to 9-22-54 (BMPET-27).

By Hearing Examiner H. Gifford Irion

Gave notice that the further hearing conference in re Radio Station WSOC Inc., et al. for ch. 9 in Charlotte, N. C., previously scheduled for Feb. 26 and continued without date, is scheduled for March 8, 1954 (Dockets 8837 et al).

By Hearing Examiner William G. Butts

Louis Wasmer, Spokane, Wash.—Scheduled further hearing for March 5 in re application for ch. 2 (Docket 10422).

By Hearing Examiner Millard F. French

Radio Diablo Inc., KXOB Inc., Stockton, Calif.—Dismissed as moot petition of KXOB Inc., for leave to amend tv application for ch. 13 in certain particulars (Docket 10766; BPCT-1091), since said application was dismissed on Jan. 6, 1954.

March 5 Decisions

BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Sterling, Bartley, Doerfer and Lee, took the following action on March 4:

Renewal of License

WLAN Lancaster, Pa., Peoples Bcstg. Co.—Granted renewal of license of am station for the regular period (BR-1284). Comrs. Webster and Bartley favored letter requiring further information.

ACTIONS ON MOTIONS

The Commission denied request of Joseph Brenner filed Feb. 25, requesting 30 day extension of time for filing replies to comments in re Docket 10832.

By Commissioner George E. Sterling

WKRG-TV Inc., The Mobile Tv Corp., Mobile, Ala.—Granted petition of WKRG-TV for extension of time to and including April 5 within which to file exceptions to initial decision re applications for ch. 5 (Dockets 10457-58). (Action taken 3/4).

By Hearing Examiner Claire W. Hardy

By memorandum opinion and order, denied petition of Missouri Valley Tv Co., for continuance of consolidated hearing re ch. 4 in St. Louis, Mo., now scheduled for March 29 (Docket 8810 et al).

March 5 Applications

ACCEPTED FOR FILING

License for CP

KXOC Chico, Calif., KXOC Inc.—License to cover construction permit (BP-8436) as modified, which authorized change in frequency, increase power, installation of new transmitter and make changes in the directional antenna pattern (BL-5226).

Modification of License

WLOF Orlando, Fla., Hazlewood Inc.—Modification of license to change name to Mid-Florida Radio Corp. (BML-1579).

Renewal of License

WBYS Canton, Ill., Fulton County Bcstg. Co. (BR-1773); WGLC Centreville, Miss., Southern Bcstg. Co. (BR-2604); WAPF McComb, Miss., Albert Mack Smith, Phillip Dean Brady and Louis Alford, d/b as The Southwestern Bcstg. Co. of Miss. (BR-1972); WATH Athens, Ohio, A. H. Kovlan and J. D. Sinyard (BR-2571); WAUX Waukesha, Wis., W-A-U-K Bcstg. Co. (BR-1511).

Renewal of License Returned

WADE Wadesboro, N. C., Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon and Son (BR-1595).

Accepted for Filing

WJEJ-FM Hagerstown, Md., Hagerstown Bcstg. Co.—301-A operation by remote control (BRCH-76).

WBUZ Oakland, Md., Chesapeake Bcstg. Co. — Construction permit to replace permit (BPH-1814) as modified which expired 2-8-54 (BPH-1930).

Renewal of License

WRRE South Bristol Township, N. Y., Northeast Radio Corp. (BRH-389); WRRC Cherry Valley, N. Y., Northeast Radio Corp. (BRH-390); WRRD DeRuyter Village, N. Y., Northeast Radio Corp. (BRH-392); WRRA Ithaca, N. Y., Northeast Radio Corp. (BRH-729); WRRH Poughkeepsie, N. Y., Northeast Radio Corp. (BRH-103); WNYC-FM New York, N. Y., City of N. Y., Municipal Bcstg. System (BRH-41); WABC-FM New York, N. Y., American Bcstg.-Paramount Theatres Inc. (BRH-721); WWNY-FM Watertown, N. Y., The Brockway Co. (BRH-112).

KVSC Logan, Utah, Utah State Agricultural College (BRED-101).

License for CP

KRON-TV San Francisco, Calif., The Chronicle Pub. Co.—License to cover CP (BMPCT-859) as mod. which authorized changes in facilities of existing tv station and to correct geographical coordinates (BLCT-184).

Modification of CP

WSGN-TV Birmingham, Ala., Jemison Bcstg. Co.—Mod. of CP (BPCT-386) as mod., which authorized new tv station for extension of completion date to 9-22-54 (BMPCT-1909).

WCOV-TV Nr. Montgomery, Ala., Capitol Bcstg. Co.—Mod. of CP (BPCT-822) as mod., which authorized new tv station for extension of completion date to July 1954 (BMPCT-1908).

WDAN-TV Danville, Ill., Northwestern Pub. Co.—Mod. of CP (BPCT-919) as mod., which authorized new tv station for extension of completion date to 12-10-54 (BMPCT-1914).

WWTV (TV) Tustin, Mich., Sparton Bcstg. Co.—Mod. of CP (BPCT-1634) as mod., which authorized new tv station for extension of completion date to 9-8-54 (BMPCT-1912).

WKZO-TV Kalamazoo, Mich., Fetzer Bcstg. Co.—Mod. of CP (BMPCT-865) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 9-30-54 (BMPCT-1906).

KFBB-TV Nr. Great Falls, Mont., Buttrey Bcstg. Inc.—Mod. of CP (BPCT-1195) as mod., which authorized new tv station for extension of completion date to 5-21-54 (BMPCT-1907).

WTOB-TV Winston-Salem, N. C., Winston-Salem Bcstg. Co.—Mod. of CP (BPCT-1497) as mod., which authorized new tv station for extension of completion date to 9-15-54 (BMPCT-1915).

KOIN-TV Portland, Ore., Mount Hood Radio & Tv Bcstg. Corp.—Mod. of CP (BPCT-1029) which authorized new tv station for extension of completion date to 9-15-54 (BMPCT-1905).

WSIX-TV Nashville, Tenn., Louis R. Draughon, etc., d/b as WSIX Bcstg. Station—Mod. of CP (BPCT-532) which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-1910).

WSVA-TV Nr. Harrisonburg, Va., Shenandoah Valley Bcstg. Corp.—Mod. of CP (BPCT-1324) as mod., which authorized new tv station for extension of completion date to 9-14-54 (BMPCT-1911).

South

Radio and Television

$410,000.00

Major southern market with diversified income and continuing growth factor. Both profitable properties with valuable assets. Financing available after substantial cash payment.

Appraisals • Negotiations • Financing

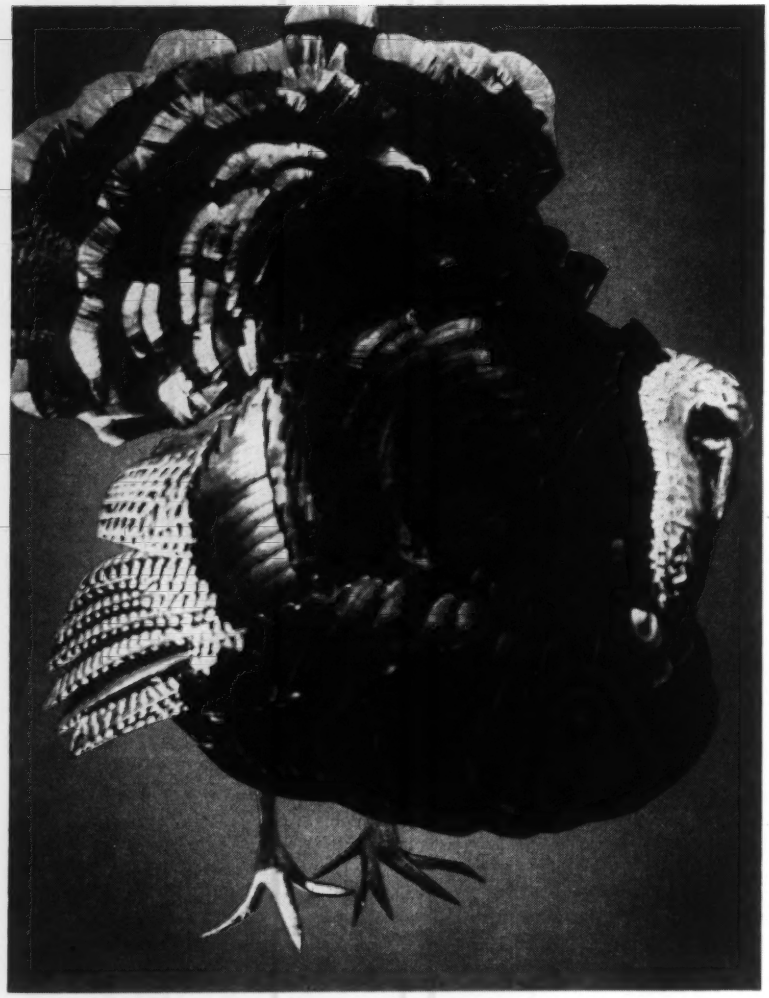
BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672



A Bird from our Sponsor

■ This is a story about the gang in our merchandising department—a smart flock of birds who went turkey wild recently.

C. A. Swanson & Co. markets frozen foods—a hot selling item in any grocer's deep freeze. WFBM-TV made it even hotter. Swanson co-sponsors "The Name's The Same," a show which flew its regular network coop to roost with us in Indianapolis. In Swanson's nationwide promotion contest, we strutted off with first prize right under the network's beak.

Indiana's retail grocers were our first concern: our boys thawed them out with a month-long survey of their frozen food inventories, noted their comments on the Swanson product, and distributed point-of-sale posters tying in the same name with "The Name's The Same." Thirteen hundred grocers received "News From WFBM-TV" bulletins, complete with photos of Robert Q. Lewis plugging Swanson's Frozen Foods.

The tv editor of an Indianapolis paper reviewed "The Name's The Same." Our own publication, "The Merchandiser," (circulated monthly to 1700 retail outlets) featured a two-column lead story on the product and the program. "Cinderella Weekend," WFBM-TV's afternoon quiz show, presented free samples of Swanson's Beef, Turkey and Chicken Pies to contestants.

Retailers and consumers gobbled up the publicity, feathered their deep freeze units with Swanson products. (WFBM-TV covers 38 Central Indiana counties with annual food sales totaling $370 million.) When we incubated that kind of potential with intensive merchandising, sales hatched, our sponsor strutted, and prize turkeys practically took over our studios. Clarke Swanson personally flew in to see WFBM-TV in action, presented our staff with a silver plaque and two dozen prize birds.

Merchandising follow-thru is just one feather in our cap. With 461,130 tv sets in a coverage area earning $2½ billion in annual income, WFBM-TV offers a bird-in-the-hand to advertisers weary of bush-beating.

See the Katz man, etc.

WFBM WFBM-TV

INDIANAPOLIS • CBS

Represented Nationally by the Katz Agency

Affiliated with **WEOA**, Evansville; **WFDF**, Flint; **WOOD AM & TV**, Grand Rapids

TELESTATUS

March 15, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating commercially and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with commercial programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) CBS, ABC, DuM; CBS Spot Sls.; 225,000

► WBRC-TV (6) NBC; Raymer; 184,300
WJLN-TV (48), 12/10/52—Unknown
WSGN-TV (42), 12/18/52—Unknown

Decatur†—
WMSL-TV (23) 12/26/52-5/1/54

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 52,500
►WKAB-TV (48) CBS, DuM; Forjoe; 41,600
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery†—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 24,600
Montgomery Bcstg. Co. (12) Headley-Reed; Initial Decision 10/7/53-9/15/54

Selma†—
Deep South Bcstg. Co. (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 85,496

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 85,496
►KOY-TV (10) ABC; Blair; 85,496
►KPHO-TV (5) ABC, CBS, DuM; Katz; 85,496

Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 21,200
►KVOA-TV (4) NBC; Raymer; 21,200

Yuma†—
►KIVA (11) DuM; Forjoe; 17,467

ARKANSAS

El Dorado†—
South Arkansas Tv Co. (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500

Hot Springs†—
Southern Newspapers Inc. (9) 1/20/54-Unknown

Little Rock—
KARK-TV (4) NBC; Petry; 6/18/53-4/1/54 (granted STA Jan. 11)
KETV (23), 10/30/53-Unknown
► KRTV (17) CBS, DuM; 51,000

Pine Bluff†—
►KATV (7) ABC; Avery-Knodel; 58,772

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 49,600
►KERO-TV (10) CBS, NBC; Avery-Knodel; 109,692

Berkeley (San Francisco)—
*KQED (*9) 7/24/53-Unknown*

Chico—
►KHSL-TV (12) CBS, NBC; Grant; 30,580

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
Valley Empire Telecasters (16) 2/10/54—Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair

Fresno—
►KBID-TV (53) Meeker
►KJEO-TV (47) ABC; Branham; 89,052
►KMJ-TV (24) CBS, NBC; Raymer; 85,841

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,776,018
►KCOP (13) Katz; 1,776,018
►KHJ-TV (9) H-R; 1,776,018
►KNBH (4) NBC; NBC Spot Sls.; 1,776,018
►KNXT (2) CBS; CBS Spot Sls.; 1,776,018
►KTLA (5) Raymer; 1,776,018
►KTTV (11) DuM; Blair; 1,776,018
►KTHE (*28)

Merced†—
KMER (34), 9/16/53-Unknown

Modesto†—
KTRB Bcstg. Co. (14) 2/17/54-Unknown

Monterey†—
► KMBY-TV (8) CBS; Hollingbery; 190,212

Sacramento—
KBIE-TV (46) 6/26/53-Spring '54
►KCCC-TV (40) 51,400
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
►KSBW-TV (8) CBS, NBC; Hollingbery; 380,990

San Bernardino†—
KITO-TV (18), 11/6/52-Unknown
Orange Belt Telecasters (30), Initial Decision 9/18/53

San Diego—
► KFMB-TV (8) ABC, CBS, DuM; Petry; 206,382
►KFSD-TV (10) NBC; Katz; 206,382
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 829,400
►KPIX (5) CBS, DuM; Katz; 829,400
►KRON-TV (4) NBC; Free & Peters; 829,400
KSAN-TV (32) McGillvra; 4/29/53-4/6/54

San Jose†—
Standard Radio & Tv Co. (11), Initial Decision 11/18/53

San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 64,579

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 413,827

Stockton†—
►KTVU (36) Hollingbery
Radio Diablo Inc. (13) 2/11/54-6/1/54

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 123,000

Yuba City†—
KAGR-TV (52), 3/11/53-Unkonwn

COLORADO

Colorado Springs†—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 40,743
►KRDO-TV (13) NBC; McGillvra; 35,600

Denver—
►KBTV (9) ABC, CBS; Free & Peters; 197,516
►KFEL-TV (2) NBC; Blair; 197,516
►KLZ-TV (7) CBS; Katz; 197,516
►KOA-TV (4) NBC; Petry; 197,516
*KRMA-TV (*6), 7/1/53-1954*

Grand Junction†—
KFXJ-TV (5) Holman; 3/26/53-May '54

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 38,900
►KDZA-TV (3) McGillvra; 40,000

CONNECTICUT

Bridgeport—
*WCTB (*71), 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 59,127
WSJL (49), 8/14/52-Unknown

Hartford†—
*WEDH (*24), 1/29/53-Unknown*
WGTH-TV (18), 10/21/53-Unknown

New Britain—
►WKNB-TV (30) CBS, DuM; Bolling; 146,280

New Haven—
WELI-TV (59), H-R; 6/24/53-Summer '54
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 659,040
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCTN (*63), 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 110,600

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

now there are 461,130 sets in WFBM-TV's coverage area
. . . and the audience is growing every day. Put your sales message on Channel 6.
Represented nationally by The Katz Agency
WFBM-TV
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Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

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316 KW ERP CP

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National Sales Manager

Lee STATIONS
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Affiliated with WTAD-AM-FM

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Wilmington—
► WDEL-TV (12) NBC. DuM; Meeker; 193,287
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls; 598,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 595,600
► WTTG (5) DuM; Blair; 559,000
United Bcstg. Co. (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
Pioneer Gulf Tv Bcstrs. (32) 12/2/53-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 116,116
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
WINK-TV (11) ABC; Weed; 3/11/53-3/18/54

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 32,000
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,404
WOBS-TV (30) Stars National; 8/12/53-5/1/54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-5/1/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 238,000
WMFL (33), 12/9/53-Unknown

Orlando†—
WDBO-TV (6) ABC, DuM; Blair; 10/14/53-4/25/54

Panama City†—
► WJDM (7) CBS; Hollingbery

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery
► WPFA (15) CBS, DuM; Young; 14,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 50,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) NBC; Blair; Initial Decision 7/13/53-June '54

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-Unknown
► WIRK-TV (21) Weed; 22,100
WJNO-TV (5), 11/4/53-6/1/54
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 222,400

GEORGIA

Albany†—
WALB-TV (10) Burn-Smith; 1/13/54-5/1/54

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 340,810
► WLWA (11) ABC, DuM; Crosley Sls.; 340,810
► WSB-TV (2) NBC; Petry; 340,810
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 71,000
► WRDW-TV (12) CBS; Headley-Reed

Columbus—
► WDAK-TV (28) ABC, NBC; Headley-Reed; 28,443
► WRBL-TV (4) CBS; Hollingbery; 59,653

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) CBS, DuM; Katz; 74,415

Rome†—
► WROM-TV (9) Weed; 94,380

Savannah—
► WTOC-TV (11) ABC, CBS; Katz; 18,312

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-4/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 29,750
► KIDO-TV (7) ABC, NBC, DuM; Blair; 24,800

Idaho Falls—
► KID-TV (3) CBS, NBC; Gill-Perna; 13,500
KIFT (8) ABC; Hollingbery; 2/26/53-April '54

Nampa†—
KFXD-TV (6) Hollingbery; 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-March '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-5/1/54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) DuM; Weed; 205,000

Bloomington†—
► WBLN (15) McGillvra; 13,000

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 250,000
WCUI (21), 7/22/53-Unknown
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,594,574
► WBKB (7) ABC; Blair; 1,594,574
► WGN-TV (9) DuM; Hollingbery; 1,594,574
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,594,574
WOPA-TV Inc. (44) 2/10/54-Unknown
*WTTW (*11), 11/5/53-Unknown*

Danville—
► WDAN-TV (24) Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 129,500

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22)

Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 132,304
► WTVH-TV (19) ABC, DuM; Petry; 106,405

Quincy†—
► KHQA-TV (7) (See Hannibal Mo.)
► WGEM-TV (10) ABC, NBC; Walker; 96,600

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 173,002
► WTVO (39) CBS, NBC, DuM; Weed; 56,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 250,361

Springfield—
► WICS (20) ABC, CBS, NBC, DuM; Young; 61,169

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 510,422

Elkhart†—
WSJV (52) ABC, NBC, DuM; H-R; 6/3/53-3/15/54

Evansville†—
► WFIE (62) Venard; 41,750

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 63,931
Anthony Wayne Bcstg. Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) ABC, CBS, NBC, DuM; Katz; 461,130
WJRE (26), 3/26/53-Unknown
WISH-TV (8) Bolling; 1/28/54-7/1/54

LaFayette†—
► WFAM-TV (59) Rambeau; 43,120

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 56,725

Princeton†—
► WRAY-TV (52) Walker; 32,500

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 99,615

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/1/54

Waterloo†—
WINT (15) 4/6/53-6/15/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, NBC, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) H-R; 100,000
► WMT-TV (2) CBS; Katz; 217,594

Davenport (Moline, Rock Island)—
► WOC-TV (5) NBC; Free & Peters; 250,361

Des Moines—
► KGTV (17) Hollingbery; 46,713
WHO-TV (13) NBC; Free & Peters; 9/2/53-4/15/54

Fort Dodge†—
► KQTV (21) Pearson; 41,750

Mason City†—
KGLO-TV (3) CBS, DuM; Weed; 10/14/53-Spring '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Sioux City—
KCTV (36), 10/30/52-Unknown
►KVTV (9) CBS, NBC, DuM; Katz; 87,716
KTIV (4) Hollingbery; 1/21/54-Fall '54

Waterloo†—
►KWWL-TV (7) NBC, DuM; Headley-Reed; 101,448

KANSAS

Great Bend†—
Central Kansas Tele. Co. (2) 3/3/54-Unknown

Hutchinson—
►KTVH (12) CBS, DuM; H-R; 94,445

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
►KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 50,000

Topeka—
KTKA (42), 11/5/53-Unknown
►WIBW-TV (13) CBS; Capper Sls.; 46,953

Wichita—
KAKE Bcstg. Co. (10), Initial Decision 10/30/53
►KEDD (16) ABC, NBC; Petry; 61,545

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown

Henderson†—
►WEHT (50) CBS; Meeker; 35,000

Lexington†—
WLAP-TV (27) CBS; Pearson; 12/3/53-4/1/54
The Central Kentucky Bcstg. Co. (18) Initial Decision 3/10/54

Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 385,904
►WHAS-TV (11) (b) CBS; Harrington, Righter & Parsons
►WKLO-TV (21) ABC, DuM; Venard; 55,483
WQXL-TV (41) Forjoe; 1/15/53-Summer '54

Newport†—
WNOP-TV (74) 12/24/53-Unknown

Paducah†—
WTLK (43), 9/16/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5), 12/30/53-Unknown

Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 44,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54

Lafayette†—
KVOL-TV (10) 9/16/53-7/1/54
KLFY-TV (10) Rambeau; 9/16/53-7/1/54

Lake Charles†—
KPLC-TV (7) 11/12/53-Unknown
►KTAG (25) ABC, CBS, DuM; Young; 15,000

Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 101,000
►KFAZ (43) Pearson; 16,500

New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Spring '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 239,693
►WJMR-TV (61) DuM; Bolling; 65,691
WTLO (20), 2/26/53-Unknown

Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 31,500

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 52,000

Lewiston—
►WLAM-TV (17) ABC, CBS, DuM; Everett-McKinney; 16,000

Poland†—
WMTW (8) 7/8/53-7/1/54

Portland—
►WCSH-TV (6) NBC; Weed; 84,527
WGAN-TV (13) Avery-Knodel; 11/19/53-5/16/54
►WPMT (53) ABC, CBS, NBC, DuM; Everett-McKinney; 31,000

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 535,180
►WBAL-TV (11) NBC; Petry; 535,180
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 535,180
WTLF (18) 12/9/53-Summer '54

Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54

Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-4/15/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) Walker; 182,000

Boston—
WBOS-TV (50), 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,154,409
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44), 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,154,409

Brockton†—
WHEF-TV (62), 7/30/53-Fall '54

Cambridge (Boston)—
►WTAO-TV (56) DuM; 104,285

Lawrence†—
WGIM (72), 6/10/53-Unknown

New Bedford†—
WTEV (28), Walker; 7/11/53-Summer '54

Pittsfield†—
WBEC-TV (64), 11/12/53-Unknown

Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 124,000
►WWLP (61) ABC, NBC; Hollingbery; 124,000

Worcester—
WAAB-TV (20) Hollingbery; 8/12/53-April '54
►WWOR-TV (14) ABC, DuM; Raymer; 45,000

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 18,000
*WUOM-TV (*26), 11/4/53-Unknown*

Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
►WBKZ (64) ABC; Weed; 55,924

Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed

Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 42,772

Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,405,800
►WWJ-TV (4) NBC; Hollingbery; 1,144,890
►WXYZ-TV (7) ABC; Blair; 1,140,000

East Lansing†—
►WKAR-TV (*60)

Flint—
WFDF-TV (12), Initial Decision 5/11/53
►WTAC-TV (16) ABC; Raymer; 49,285

Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 376,533

Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 367,839

Lansing—
►WILS-TV (54) DuM; Venard; 31,240
►WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 252,000

Muskegon†—
WTVM (35), 12/23/52-Unknown

Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS, NBC, DuM; Gill-Perna; 73,225
WSBM-TV (51), 10/29/53-Unknown

Traverse City†—
WPBN-TV (7) Holman; 11/25/53-Unknown

MINNESOTA

Austin†—
►KMMT (6) ABC, CBS, DuM; Pearson; 78,925

Duluth†—
KDAL-TV (3) NBC; Avery-Knodel; 12/11/53-3/15/54 (granted STA Feb. 19)
►WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000

Hibbing†—
North Star Tv Co. (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
►WCCO-TV (4) ABC, CBS, DuM; Free & Peters; 425,700
►WTCN-TV (11) ABC; Blair; 413,400

Rochester—
►KROC-TV (10) ABC, NBC, DuM; Meeker; 60,000

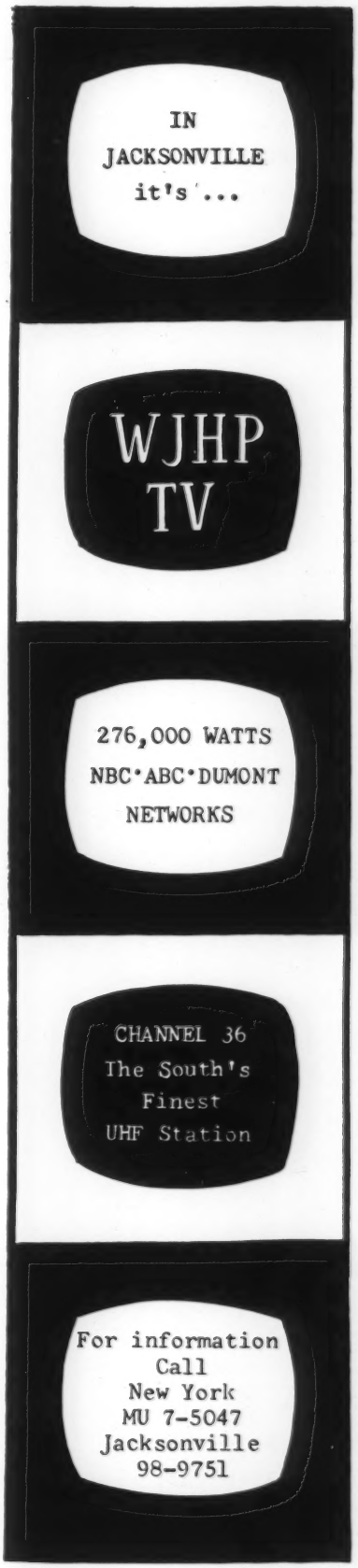
St. Paul (Minneapolis)—
►KTSP-TV (5) NBC; Petry; 436,700
►WMIN-TV (11) ABC; Blair; 413,400

MISSISSIPPI

Columbus†—
WCBI-TV (28), 3/11/53-Unknown

Jackson—
►WJTV (25) ABC, CBS, NBC, DuM; Katz; 31,998

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



► WLBT (3) NBC; Hollingbery; 31,996
WSLI-TV (12) ABC; Weed; 7/22/53-3/27/54

Meridian†—
► WCOC-TV (30)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 36,200

MISSOURI

Cape Girardeau†—
KFVS-TV (12) Pearson; 10/14/53-April '54
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 39,343

Festus†—
► KACY (14) Raymer; 201,200

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 96,606

Joplin†—
KSWM-TV (12) CBS; Rambeau; 12/23/53-Fall '54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 373,426
► KCTY (25) ABC, CBS, DuM; Avery-Knodel; 65,934
► KMBC-TV (9) CBS; Free & Peters; 373,426
► WDAF-TV (4) ABC, CBS, NBC, DuM; Harrington, Righter & Parsons; 373,426
► WHB-TV (9) CBS; Blair; 373,426

Kirksville†—
KTVO (3) 12/16/53-6/15/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 92,205

St. Louis—
► KACY (14) See Festus
*KETC (*9) 5/7/53-Unknown*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 611,252
► KSTM-TV (36) ABC; H-R; 205,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-4/15/54

Sales Picture of the BOOMING midwest market!
KFYR-tv
Channel 5
BISMARCK
KFYR-TV
Check off KFYR-TV on your media list for unrivalled impact in one of the nation's healthiest, fastest growing markets. When you channel advertising dollars to KFYR-TV, your sales message goes into prosperous Upper Midwest farm homes with family buying power near the nation's peak.
NBC
CBS
DUMONT
KFYR-tv CHANNEL 5 BISMARCK, NO. DAK.
Represented Nationally by JOHN BLAIR

Springfield†—
► KTTS-TV (10) CBS, DuM; Weed; 39,896
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; 7,500

Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6) NBC, DuM; Walker; 4,000

Great Falls†—
KFBB-TV (5) CBS; Headley-Reed 1/15/53-3/15/54

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege—
► KHOL-TV (13), CBS, DuM; Meeker; 17,811

Lincoln—
► KFOR-TV (10) ABC; Raymer; 89,122
► KOLN-TV (12) DuM; Avery-Knodel; 80,243

Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 227,689
► WOW-TV (6) DuM, NBC; Blair; 227,689

NEVADA

Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 13,401

Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 12,740

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
WMUR-TV (9) ABC; Weed; 8/26/53-3/28/54

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000

Atlantic City—
► WFPG-TV (46), ABC, CBS, NBC, DuM; Pearson; 16,135
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► WATV (13) Weed; 4,150,000

New Brunswick†—
WDHN (47), 4/2/53-Unknown
*WTLV (*19), 12/4/52-Unknown*

Trenton†—
WTTM-TV (41), Forjoe; 7/16/53-Unknown.

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 41,000
► KOAT-TV (7) ABC; Hollingbery; 40,000
► KOB-TV (4) ABC, CBS, NBC, DuM; Branham; 40,548

Clovis†—
KNEH (12), 3/4/53-Unknown

Roswell†—
► KSWS-TV (8) ABC, DuM; Meeker; 17,743

NEW YORK

Albany (Schenectady, Troy)—
WPTR (23), 6/10/53-Unknown
► WROW-TV (41) ABC; Bolling; 70,405
*WTVZ (*17), 7/24/52-Unknown*

Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 269,880
*WQTV (*46), 8/14/52-Unknown*

Bloomingdale† (Lake Placid)—
Great Northern Tv Inc. (5), 12/2/53-Summer '54

Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 381,245(a)
► WBUF-TV (17) ABC, CBS, DuM; H-R; 120,000
*WTVF (*23) 7/24/52-Unknown*
Niagara Frontier Amusement Corp. (2) Initial Decision 2/17/54

Carthage†—
The Brockway Co. (7) 3/3/54-Summer '54

Elmira—
► WECT (18) NBC; Everett-McKinney; 26,516
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 27,485

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Jamestown†—
WJTN-TV (58), 1/23/53-Unknown

Kingston†—
WKNY-TV (66) CBS, NBC, DuM; Meeker; 1/23/53-4/1/54

New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*

Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, CBS, NBC, DuM; Hollingbery; 210,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000

Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 351,500
► WTRI (35) CBS; Headley-Reed

Syracuse—
► WHEN (8) ABC, CBS, DuM; Katz; 299,000
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 296,962

Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 135,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 19,100
WLOS-TV (13), 12/9/53—Unknown

Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*

Charlotte—
► WAYS-TV (36) ABC; Bolling; 39,502
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 384,432

Durham†—
WTIK-TV (11) 1/21/54-Unknown

Goldsboro†—
WTVX (34), 9/30/53-Unknown

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 214,158

Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 45,000

Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 52,190

Wilmington†—
WMFD-TV (6), NBC; Weed; 7/30/53-3/15/54
Wilmington Tv Corp. (3) 2/17/54-5/15/54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 182,007
► WTOB-TV (26) ABC, DuM; H-R; 47,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 31,000

Grand Forks†—
Community Radio Corp. (10) 3/10/54-Unknown

Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 17,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 49,431

Ashtabula†—
► WICA-TV (15) Gill-Perna; 17,500

Cincinnati—
*WCET (*48), 12/2/53-Unknown*
► WCPO-TV (9) ABC, DuM; Branham; 450,000
► WKRC-TV (12) CBS; Katz; 450,000
► WLWT (5) NBC; WLW Sls.; 450,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 834,286
► WNBK (4) NBC; NBC Spot Sls.; 823,629
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
► WTVN (6) ABC, DuM; Katz; 336,737

Dayton—
► WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 540,470
► WIFE (22) Headley-Reed; 41,907
► WLWD (2) NBC; WLW Sls.; 300,000

Elyria†—
Elyria-Lorain Bcstg. Co. (31) 2/11/54-Fall '54

Lima—
WIMA-TV (35) Weed; 12/4/52-Spring '54
► WLOK-TV (73) CBS, NBC, DuM; H-R; 49,079

Massillon†—
WMAC-TV (23) Petry; 9/4/52-4/15/54

Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,000

Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 279,029

Youngstown—
► WFMJ-TV (73) NBC; Headley-Reed; 115,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 114,699
WUTV (21) Petry; 9/25/52-Unknown

Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 25,108

OKLAHOMA

Ada†—
KTEN (10), 12/16/53-6/1/54

Enid†
KGEO-TV (5), 12/16/53-Unknown

Lawton†—
► KSWO-TV (7) Everett-McKinney; 35,707

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HALF-BILLION DOLLAR MARKET

Columbia, South Carolina's 14-County trading area

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — *three times the national average.*

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation: **WNOK-TV Channel 67**
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

Represented By
Geo. H. Raymer Co.

P A L M E T T O
RADIO CORPORATION
Studios: 1811 Main Street • COLUMBIA S.C.

Early 18th Century Blunderbuss

Miamit—
KMIV (58), 4/22/53-Unknown

Muskogeet—
Tulsa Bcstg. Co. (8) Initial Decision 3/3/54

Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, DuM; H-R; 100,082
► KWTV (9) CBS; Avery-Knodel; 256,102
► WKY-TV (4) ABC, CBS, NBC, DuM; Katz; 256,102
*KOED (*13), 12/2/53-Unknown*

Tulsa—
KCEB (23) Bolling; 2/26/53-3/13/54 (granted STA Jan. 18)
► KOTV (6) ABC, CBS, NBC; Petry; 200,000
Arthur R. Olson (17) 2/4/54-Unknown

OREGON

Eugenet—
KVAL-TV (13) NBC; Hollingbery; 5/14/53-4/1/54

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair

Portland—
► KOIN-TV (6); CBS; Avery-Knodel; 138,876
► KPTV (27) NBC; NBC Spot Sls.; 149,156
Oregon Tv Inc. (12), Initial Decision 11/10/53

Salemt—
KPIC (24) 12/9/53-Unknown (granted STA Aug. 4)
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentownt—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39), 8/12/53-Unknown

Altoona—
► WFBG-TV (10) ABC, NBC, DuM; H-R; 418,798

Bethlehem—
► WLEV-TV (51) NBC; Meeker; 64,427

Chambersburgt—
► WCHA-TV (46) Forjoe; 13,500

Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 65,098

Erie—
► WICU (12) ABC, CBS, NBC, DuM; Petry; 208,500
WSEE (35) CBS; Avery-Knodel; 10/14/53-4/25/54
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-5/1/54
► WHP-TV (55) CBS; Bolling; 118,150
► WTPA (71) NBC; Headley-Reed; 118,150

Hazletont—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 741,267

Lancaster—
► WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 289,960
WWLA (21) Venard; 5/7/53-Fall '54

Lebanont—
► WLBR-TV (15) Pearson; 138,300

New Castlet—
► WKST-TV (45) DuM; Everett-McKinney; 109,691

Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,592,000
► WFIL-TV (6) ABC, DuM; Katz; 1,766,641
WIBG-TV (23), 10/21/53-Unknown
WIP-TV (29), 11/26/52-Unknown
► WPTZ (3) NBC; Free & Peters; 1,724,329

Pittsburgh—
► WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 808,780
► WENS (16) ABC, CBS; Petry; 174,742
► WKJF-TV (53) Weed; 188,469
*WQED (*13) 5/14/53-March '54 (granted STA Oct. 14)*
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 45,973
► WHUM-TV (61) CBS; H-R; 175,000

Scranton—
► WARM-TV (16) ABC; Hollingbery; 135,000
► WGBI-TV (22) CBS; Blair; 145,000
► WTVU (73) Everett-McKinney; 150,424

Sharont—
Leonard J. Shafitz (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 130,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 152,000

Williamsportt—
WRAK-TV (36) Everett-McKinney; 11/13/52-Spring '54

York—
► WNOW-TV (49) DuM; Hollingbery; 72,000
► WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,098,189
WNET (16) ABC, DuM; Raymer; 4/8/53-3/15/54 (granted STA Feb. 3)
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aikent—
WAKN-TV (54), 10/21/53-Unknown

Andersont—
► WAIM-TV (40) CBS; Burn-Smith; 43,500

Camdent—
WACA-TV (15) 6/3/53—Unknown

Charleston—
► WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 70,354
Southern Bcstg. Co. (2) NBC; Initial Decision 2/23/54-September '54

Columbia—
► WCOS-TV (25) ABC, NBC, DuM; Headley-Reed; 36,982
► WIS-TV (10) NBC; Free & Peters; 89,199
► WNOK-TV (67) CBS, DuM; Raymer; 40,107

Florencet—
WPDV (8), CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 287,226
► WGVL (23) ABC, NBC, DuM; H-R; 40,863

Greenwoodt—
WCRS-TV (21), 4/8/53-Unknown

Spartanburgt—
WORD-TV (7) CBS; 11/25/53-Unknown
WSCV (17) 7/30/53-Unknown

SOUTH DAKOTA

Rapid Cityt—
The Hills Bcstg. Co. (7) 2/24/54-Unknown

Sioux Fallst—
► KELO-TV (11) ABC, CBS, NBC; Raymer; 53,076

TENNESSEE

Chattanoogat—
WOUC (49) Pearson; 8/21/52-Unknown
WTVT (43), 8/21/52-Unknown
WDEF-TV (12) Branham; 1/28/54-6/15/54

Jacksont—
WDXI-TV (9) Burn-Smith; 12/2/53-Summer '54

Johnson Cityt—
► WJHL-TV (11) Pearson; 47,527

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 61,630
► WTSK (26) CBS, DuM; Pearson; 56,196

Memphis—
► WHBQ-TV (13) CBS; Blair; 257,000
► WMCT (5) ABC, NBC, DuM; Branham; 257,000

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 133,869
► WSM-TV (4) ABC, CBS, NBC, DuM; Petry; 143,591

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-6/1/54

TEXAS

Abilenet—
► KRBC-TV (9) Pearson; 20,502

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 45,265
► KGNC-TV (4) NBC, DuM; Katz; 45,265
KLYN-TV (7), 12/11/53-Unknown

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 58,451

Beaumontt—
KBMT (31), 12/4/52-Unknown
KTRM-TV (6), Initial Decision 7/22/53

Corpus Christit—
KVDO (22) 1/6/53-6/15/54
KTLG (43) 12/9/53-Unknown

Dallas—
KDTX (23), 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 322,500
► WFAA-TV (8) ABC, NBC, DuM; Petry; 322,500

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 48,102
► KTSM-TV (9) NBC; Hollingbery; 34,380

Ft. Worth—
KTCO (20), 3/11/53-Unknown
► WBAP-TV (5) ABC, NBC; Free & Peters; 306,323

Galveston—
► KGUL-TV (11) ABC, CBS, NBC, DuM; CBS Spot Sls.; 276,000

Harlingent—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 31,300

Houston—
► KNUZ-TV (39) DuM; Forjoe; 59,666
► KPRC-TV (2) ABC, CBS, NBC, DuM; Petry; 303,500
KTVP (23), 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29), 6/18/53-Unknown
Houston Tv Co. (13), 2/23/54 Unknown

Longviewt—
► KTVE (32) Forjoe; 16,100

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

telecasting on **channel 8**

to

Middle Tennessee,
Southern Kentucky
and portions of
North Alabama . . .

POWER: 90,000 video (CP for 316,000 watts).

ANTENNA: 1370 feet above sea level. (New antenna will be 1749 feet above sea level.)

TV HOMES: More than 140,000 in Nashville area as of January, 1954. (50-mile radius only.)

See your Hollingbery man or contact the station for availabilities . . . as well as for local participating features.

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NASHVILLE 3, TENNESSEE

CBS BASIC AFFILIATE
SUPPLEMENTARY AFFILIATE
ABC and DuMont

Lubbock†—
►KCBD-TV (11) ABC, NBC; Pearson; 42,561
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 42,561
KFYO-TV (5) Katz; 5/7/53-Unknown
Lufkin†—
KTRE-TV (9) Venard; 3/11/53-Fall '54
Marshall†—
KMSL (16), 6/25/53-Unknown
Midland—
►KMID-TV (2) NBC; Venard; 26,000
San Angelo—
►KTXL-TV (8) CBS; Venard; 21,115
San Antonio—
KALA (35), 3/26/53-Unknown
►KGBS-TV (5) ABC, CBS, DuM; Katz; 181,870
►WOAI-TV (4) NBC; Petry; 181,870
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 67,705
Texarkana—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 65,107
Tyler†—
►KETX (19) ABC, CBS, NBC, DuM; Headley-Reed; 18,232
KGKB-TV (7) 1/27/54-Unknown
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
►KANG-TV (34) ABC; Pearson; 28,000
Weslaco†—
KRGV-TV (5) NBC, DuM; Raymer; 7/16/53-3/14/54 (granted STA Jan. 18)
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 44,000
►KWFT-TV (6) CBS, DuM; Blair; 44,000

UTAH

Provo†—
KOVO-TV (11), 12/2/53-Unknown
Salt Lake City—
►KDYL-TV (4) NBC; Blair; 153,100
►KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 153,100
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WCAX Bcstg. Corp. (3), Initial Decision 10/2/53

VIRGINIA

Danville†—
►WBTM-TV (24) Hollingbery; 13,550
Hampton (Norfolk)—
►WVEC-TV (15) NBC; Rambeau; 76,250
Harrisonburg†—
►WSVA-TV (3) NBC; Devney; 68,798
Lynchburg—
►WLVA-TV (13) CBS, DuM; Hollingbery 102,281
Newport News—
►WACH (33) Avery-Knodel
Norfolk—
►WTAR-TV (4) ABC, CBS, DuM; 209,676
►WTOV-TV (27) ABC, DuM; Forjoe; 92,000
►WVEC-TV (15) See Hampton
Richmond—
WOTV (29), 12/2/53-Unknown
►WTVR (6) ABC, CBS, NBC, DuM; Blair; 435,949
Roanoke—
►WSLS-TV (10) NBC; Avery-Knodel; 233,374

WASHINGTON

Bellingham†—
►KVOS-TV (12) Forjoe; 46,097
Seattle—
►KING-TV (5) ABC; Blair; 332,400
►KOMO-TV (4) NBC; Hollingbery; 332,400
*KUOW-TV (*9), 12/23/53-September '54*
Spokane—
►KHQ-TV (6) ABC, NBC; Katz; 52,796
►KXLY-TV (4) CBS, DuM; Walker; 65,269
Louis Wasmer (2) Initial Decision 3/5/54
Tacoma—
►KMO-TV (13) Branham; 332,400
►KTNT-TV (11) CBS, DuM; Weed; 332,400
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) CBS; Weed; 18,450

WEST VIRGINIA

Beckley†—
WBEY (21), 6/25/53-Unknown
Charleston†—
►WKNA-TV (49) ABC, DuM; Weed 30,000
The Tierney Co. (8) Branham; 2/11/54-7/15/54
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
WJPB-TV (35) ABC, DuM; Gill-Perna; 7/1/53-3/28/54
Huntington—
►WSAZ-TV (3) ABC, CBS, NBC, DuM; Katz 300,443
Parkersburg†—
►WTAP (15) ABC, DuM; Forjoe; 20,000
Wheeling—
WLTV (51), 2/11/53-Unknown
►WTRF-TV (7) NBC; Hollingbery; 451,500

WISCONSIN

Eau Claire†—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery. 55,700
Green Bay—
►WBAY-TV (2) ABC, CBS, NBC, DuM; Weed. 191,253
Valley Telecasting Co. (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC; Raymer; 10/28/53-7/1/54
La Crosse Tv Corp. (38), 12/16/53-Unknown
Madison—
*WHA-TV (*21), 10/7/53-Unknown*
►WKOW-TV (27) CBS; Headley-Reed; 39,000
►WMTV (33) ABC, DuM; Meeker; 36,500
Marinette†—
WMGB-TV (11), 11/18/53-Unknown
Milwaukee—
►WCAN-TV (25) CBS; Rosenman; 285,000
►WOKY-TV (19) ABC, DuM; H-R; 236,640
►WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 654,658
Neenah†—
►WNAM-TV (42) George Clark
Oshkosh—
►WOSH-TV (48) Headley-Reed; 19,400
Superior†—
►WDSM-TV (6) CBS; Free & Peters
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54

WYOMING

Casper†—
KSPR-TV (2), 5/14/53-Unknown
Cheyenne†—
KFBC-TV (5) CBS; Hollingbery; 1/23/53-3/22/54

ALASKA

Anchorage†—
►KFIA (2) ABC, CBS; Weed
►KTVA (11) NBC, DuM; Feltis
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Spring '54

HAWAII

Honolulu†—
►KGMB-TV (9) ABC, CBS; Free & Peters; 50,000
►KONA (11) NBC, DuM; NBC Spot Sls.; 44,000
KULA-TV (4) ABC; Headley-Reed; 5/14/53-4/9/54 (granted STA Feb. 1)

PUERTO RICO

San Juan†—
WAPA-TV (4) NBC, DuM; Carribean Networks; 8/12/53-3/15/54
WKAQ-TV (2) Inter-American; 7/24/52-3/15/54 (granted STA Feb. 12)

CANADA

London†—
►CFPL-TV (10) 35,000
Montreal—
►CBFT (2) 143,005
►CBMT (6) 143,005
Ottawa—
►CBOT (4) 10,100
Sudbury†—
►CKSO-TV (5) 4,938
Toronto—
►CBLT (9) 222,500
Vancouver—
►CBUT (2)

MEXICO

Matamoros† (Brownsville, Tex.)—
►XELD-TV (7) ABC, CBS, NBC, DuM; Young; 31,200
Tijuana† (San Diego)—
►XETV (6) Weed; 213,175

Total stations on air in U. S. and possessions: 368; total cities with stations on air: 243 Both totals include stations XELD-TV and XETV Mexico as well as educational outlets that are operating. Total sets in use 28,512,866

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 266,526 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

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ONE MORE REASON WHY NO SCHEDULE IS COMPLETE WITHOUT EL PASO!

(From the El Paso Times)

EP Spending Jumped 12 Per Cent In 1953

Austin. (AP) — Texans spent 4 per cent more money last year than in 1952, the University of Texas said Friday. The figure was based on bank withdrawals in the 20 largest cities. Debits totalled $66.9 billion in 1953, compared to $64.4 billion in 1952.

Houston led the increase, up 18 per cent. Dallas and El Paso each recorded 12 per cent gains.

KROD-TV
CHANNEL 4 • EL PASO, TEXAS

CBS..DUMONT..ABC

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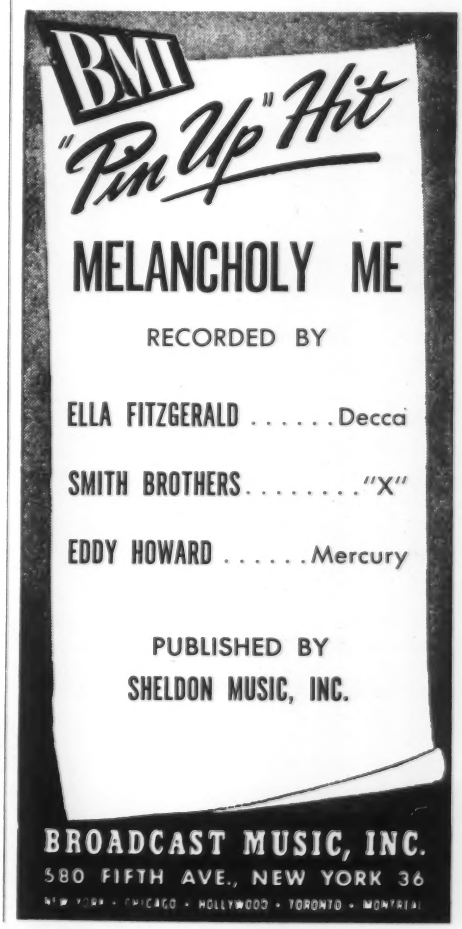
KROD-TV is affiliated with KROD—600—CBS—5000 watts and the El Paso Times

The BRANHAM Co., National Representative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Paying the Fiddler; or Just Fiddling?

BROADCASTING—and the FCC—get a break with the start of Senate hearings tomorrow (Tuesday) on filing fees for station licenses and services. The question is whether broadcasters will take maximum advantage of the opportunity.

A good start has been made. NARTB, after canvassing its board and many member stations, will put its best foot forward by opposing fees down the line. It will seek legislation to deny the right of the FCC to require payment as contrary to policy and as an impediment to free communications. This is all to the good.

The FCC has its hands tied. It must support the Administration's mandate that a schedule of filing fees be assessed to help defray the cost of administration. Congress has encouraged the fee system but hasn't made it mandatory. The hearings will enable the communications subcommittee to determine whether such fees are desirable, and thus perhaps relieve the FCC of the responsibility—one it doesn't want to assume, but feels it must.

Until the subcommittee, goaded by Sen. Edwin C. Johnson (D-Colo.), who is the self-appointed conscience of communications, acted, the fee structure seemed inevitable. The cards were stacked. The FCC recognized that somehow the licensee, upon paying a fee ($325 for a new application or a renewal is suggested) would acquire some sort of property right or vested interest. Yet the law itself says no property right shall accrue to the licensee.

The proposed fee system is discriminatory. Broadcasters are big tax-payers. They get no special concessions, like the oil people or the farmers. They seek none. The Administration proposal seeks fees only from "licensed" groups. Services rendered by government agencies to non-licensed groups would not be reimbursed.

It isn't the amount of the fee that's important, although admittedly the $325 fee would work hardship on smaller stations. If the fee were $1 or $1,000 it still would constitute payment for a privilege. It is axiomatic that one acquires something tangible when he pays for it. Once the fee philosophy is established, the licensee acquires something that cannot be taken from him without cause. He has a right which he can capitalize (although the law says there is no tangible asset value for a frequency).

There may be many broadcasters willing to pay a fee for a continuing right to keep their assignments inviolate. They would not be vulnerable to attack. The Government would be precluded from changing allocations during the tenure of the license (which now runs three years). The FCC presumably would be precluded from calling in a renewal ahead of expiration.

Moreover, in helping defray the cost of administration, the licensees would acquire a new relationship with the FCC. "He who pays the fiddler calls the tune" is the maxim that would apply.

The question thus appears to be acquisition of a property right on one hand, against discriminatory tax on the other.

The broadcasters get their time at bat on March 16.

Calling McCarthy's Bluff

HATS OFF to CBS and NBC for turning thumbs down on the untenable demand of Sen. Joseph R. McCarthy for equal time. It retrieved for those networks a good measure of prestige lost last November when they did accede to him.

But it did more than that. The networks have taken a position, in the name of radio and television, that they will not become pawns of the politicians, no matter how highly placed or vindictive. And, based on the bombastic developments of the last week, there can be no doubt as to where broadcasting stands as the most influential and the most demanded of media in reaching the public.

What followed in the wake of Adlai E. Stevenson's angry address of March 6 turned out to be a rousing vote of confidence in broadcasting. President Eisenhower stood squarely behind the network position in alloting time to the Republican National Committee rather than to a single individual who was among those criticized by the phrase-making Democratic spokesman. Comr. Robert E. Lee, who has been labeled McCarthy's man on the FCC, proved indisputably that he's nobody's stooge. He said his "pal" McCarthy was wrong, and the networks right.

Sen. McCarthy has made dire threats against the networks and even the FCC. He says if the "rules" do not permit him to reply, he'll change the rules. He petulantly refused interviews by NBC or CBS newsmen, and got out of the focus of their tv cameras.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Nothing's good enough for her since they used her in those tv commercials for briarpatch legs!"

In our view, Sen. McCarthy doesn't have a legal, ethical or political leg on which to stand. The political section of the Communications Act doesn't apply, because Stevenson didn't talk as "a qualified candidate for public office"—the controlling language of Section 315. Section 326 precludes the FCC from exercising program censorship. Hence, it could not interfere with programming without doing violence to the anti-censorship provision.

It is because networks and stations alike are disposed to give broad meaning to Section 315 that the networks acceded to the GOP request for time to answer Gov. Stevenson. They traditionally give both sides of an issue equal time. Thus, in according the Republican Committee time for a spokesman the networks are doing more than even the letter of the law demands.

Last November, it will be recalled, NBC and CBS, along with ABC, lamentably knuckled under to the vituperative Wisconsinite and alloted him about $300,000 worth of time in which to respond to former President Truman. Mr. Truman had devoted less than a minute to "McCarthyism," as a symbol. Mr. McCarthy spent his entire half-hour in denouncing "Trumanism" and in furthering his own ends with an oblique attack on the administration.

The networks have now redeemed themselves. They may be subjected to further attack at the hands of Mr. McCarthy. But they can't lose. If the Senator does seek punitive action from the FCC, he'll get a ready response—in the negative.

The past week is a harbinger of what's ahead for broadcasters in dealing with Sen. McCarthy. It can be presumed he will demand time whenever anyone even mentions his name disparagingly.

Sen. McCarthy is an elected Republican. He holds his investigating subcommittee chairmanship because he is a Republican.

If Sen. McCarthy resigned from the Republican party, and thus became a free agent, he then would be in a position to demand equal time, if and when attacked. But of course he wouldn't be chairman of the investigating committee, the vehicle that permits him to free-wheel into the limelight.

They Listened to Murrow

THEY'LL have to rewrite the definition of journalism now. No greater feat of journalistic enterprise has occurred in modern times than that performed by Ed Murrow last Tuesday on *See It Now*. He indicted Sen. McCarthy by word and deed, documented as it can be done by television only.

There are awards for journalistic enterprise. Ed Murrow has won all of them in broadcasting, *per se*. How can the Pulitzer or certain other distinguished journalistic groups avoid consideration of the Murrow performance? Journalism is no longer confined to the printed page.

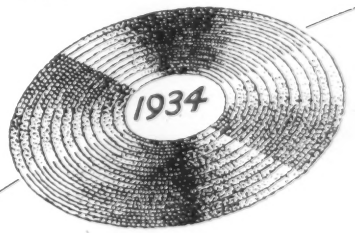
CBS pioneered in radio news. Bill Paley was among the first to give his top newsmen *carte blanche*. CBS, Ed Murrow and Alcoa gave new meaning to "freedom of broadcasting" last Tuesday.

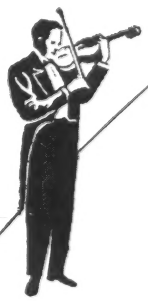
Same Program . . . Minute Parade

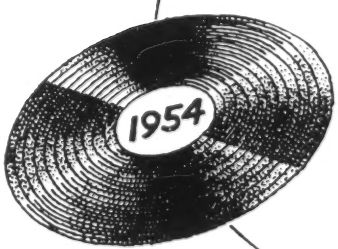
Same Sponsor . . . **J. L. Hudson Co.**

Same Station . . . WWJ AM-FM

FOR 20 YEARS!







In 1934, the J. L. Hudson Company of Detroit started sponsorship of an hour-long, 6-day-a-week, early morning program on WWJ. Its name . . . "Minute Parade." Its content . . . fine recorded music and storewide shopping information.

20 calendar years, 6240 radio hours, and some 65,000 classical recordings later, its audience acceptance and selling power has been proved millions of times. "Minute Parade" is today the oldest hour-long program in Detroit radio . . . still with same sponsor, on the same station, using the same format.

As "Minute Parade" moves into a new time slot, 9 to 10 A.M., both Hudson's and WWJ look forward to the perpetuation of this fine program, with an ever-growing audience.

Hudson's is one of America's largest, most successful department stores. In radio time-buying, as in store merchandising, it believes in the right program at the right time, on the right station. Both local and national advertisers naturally follow this basic tenet, and use WWJ with equal success.

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